

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLXII, No. 12 NEW YORK, MARCH 23, 1933

10c A COPY

Checkmating the Bogy-man

ONE of the farmer's chief problems today is how to produce so as to sell at a living profit. Overproduction is a bogy-man.

Authorities urge a better balance between supply and demand. Reduced production will mean higher prices for the producer.

A living profit from livestock has always meant the raising of many hogs, cattle, sheep—the keeping of many hens. Cut number down and profits disappear. Today, if one keeps number up, the cost of feeding runs into the red.

To the farmer faced with this double dilemma, Dr. Hess & Clark bring a solution based on forty years of successful experience. By the use of Dr. Hess stock and poultry products they make it possible for farmers to increase profits solely by cutting down production costs—more milk per cow, more pork per hog, more eggs per hen, more beef per steer—*without more cost for feed*. This saving may be the only profit—till demand again steps up supply.

Our work is presenting the proof of Dr. Hess & Clark claims—enlightening stories of stock and poultry production as effected with Dr. Hess products on the client's model Research Farm.

N. W. AYER & SON, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

Interrupting Ideas



have been proved by actual tests, conducted impartially under the personal supervision of Dr. H. K. Nixon, leading authority in the psychology of advertising, to improve the efficiency of advertising as much as

32%

Interested advertisers are invited to request details
FEDERAL ADVERTISING AGENCY, Inc.
 444 Madison Avenue • New York City

Issue
Public
June

VOL.

H

1—
search
prove

2—
lowest
a rea

3—
ficient
the m
be tol

A c
mental
simple
merch
nor se

THE
dur
Compa
of the
1929.
me to
Chester
B. Mc
how th
His a
stateme
"Firs
to disc
finest p
and tis
strive
strictest
consum
ucts at
believe
many p

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXII

NEW YORK, MARCH 23, 1933

No. 12

How This Advertiser Keeps Sales Ahead of Boom Days

The Scott Creed

1—A constant program of research looking toward quality improvement.

2—Selling the product at the lowest possible price consistent with a reasonable profit.

3—Making the advertising sufficiently comprehensive to enable the maximum number of people to be told about the quality and price.

A creed based on solid fundamentals that is as strong as it is simple—one showing why wise merchandising knows neither time nor season.



An Interview by Bernard A. Grimes with

Thomas B. McCabe

President, Scott Paper Company

THE year 1932 was the third during which the Scott Paper Company maintained sales ahead of the boom period which ended in 1929. It is this record which led me to visit the company's plant at Chester, Pa., to find out if Thomas B. McCabe, president, would tell how this was done.

His answer is summed up in his statement of three basic policies:

"First, we scientifically attempt to discover and manufacture the finest possible quality toilet tissues and tissue towels; secondly, we strive constantly to effect the strictest economies in order that consumers may purchase our products at low prices, and thirdly, we believe in repeatedly telling as many people as possible about our

products through our advertising."

This platform is the fundamental of many businesses. As a generalization it is nothing new. Specific details of the platform as carried into effect, I explained to Mr. McCabe, might uncover some new ideas that would be helpful in making these recognized policies of management more effective.

He handed me a large illustrated booklet which, he said, gave the reasons for increasing consumer demand. The book pictured a trip through the Scott mill, and from the first page with its large photograph entitled "Let's Start with the Raw Materials" to the last page, it dramatized the making of the products.

It told the story of the precau-

Table of Contents on page 90

tions taken by the company to maintain quality. From an advertising standpoint, it helps to convince a reader that the management is sincere in its desire to give the public the best.

The last photograph showed the "Consumers Department" in action.

"This department," said Mr. McCabe, "is the contact between the consumer and the business and stands in the rather unique position of being independent of distribution, production or administration. It interprets and formulates the standards we set for our products and bases its findings on the consumer's wants, needs and complaints. Its conclusions are arrived at only after actual investigations are made in the field and the data recorded and compiled. All of its findings are used by the department in the twenty-four-hour check that is maintained on our daily production.

"Since its introduction six years ago, this department has yielded results beyond expectation in raising the standards of our product. One of its primary functions is to find out what consumers want and to sell the production department and management on the adoption of these findings. In this way we are kept abreast of changes in consumer preference as fast as they develop.

Doing an Internal Advertising Job

"We recognize in addition that we have an internal advertising job to perform among our own production men to augment the work of this corps. In addition to the major function which our advertising performs in convincing the consumer, we definitely count on it to aid us in getting the quality concept over to our own men."

Mr. McCabe brought out the point that it is not sufficient to inspect or check the production of the men in the manufacturing division. This, he said, made them more watchful but did not encourage the spirit that made for pride in their work, an asset that is vital to the success of advertising.

"Advertising with us, therefore,"

he said, "plays a dual role. It tells the consumer about our product, but another result that pays us big dividends is that it gets our message over to our own people.

"All advertising is posted conspicuously in various parts of the plant and throughout our offices. It says, in effect, that the company takes pride in broadcasting the work of its employees; they, in turn, are brought closer to the unseen market of consumers who buy the product of their labor. The consumer representative stationed at the production units establishes still closer contact. Dressed in white, with the insignia of a market basket on his coat sleeve, his presence does much to convey and instill the consumers' point of view and a quality consciousness in the minds of the men.

"As an additional precaution, daily meetings are held in the office of Edward Gayner, chief of the consumers' representatives. These meetings are attended by the plant superintendent, engineers and the highest executives in the business. Examination is made of samples taken from hourly runs of each machine for the previous twenty-four hours."

Close contacts with the consumer, it would seem, would naturally result in uncovering a demand for new products. I asked Mr. McCabe what part new products played, if any, in maintaining sales volume about the 1929 level.

"None at all," he replied. "We are sticking to our specialties, toilet tissue and tissue towels, primarily because we feel we have only scratched the surface of demand. The dollars of earnings we can afford to spend for promotion can be more effectively spent on what we have rather than on new things we might do. Our tissue towels have been put up in convenient and attractive form for kitchen use. This is developing a fresh outlet which reflects itself in increased sales of this item."

Lower cost to the consumer has also played a conspicuous part in maintaining sales volume. Mr. McCabe was asked to tell of the influence of this factor.

it tells
product,
us big
mes-

d con-
of the
offices.
company
g the
ey, in
the un-
no buy
The
tioned
ublishes
ed in
a mar-
ve, his
-yet and
f view
in the

caution,
he of-
fief of
atives.
by the
ers and
e busi-
de of
runs
previous

e con-
and natu-
demand
d Mr.
products
g sales

"We
specialties,
towels,
e have
of de-
ngs we
emotion
ent on
on new
tissue
in con-
m for
oping a
self in
"

her has
part in
Mr.
of the

"During the last two years," he replied, "our prices have been reduced until now they are at the lowest price in fourteen years and over 40 per cent less than they were in 1920. We do not, however, believe that price alone is sufficient to induce new users to specify our products and make them move faster from dealers' shelves, because our experience clearly points out that this is not true.

"None of our price reductions has come easily. They are the result of further economies in manufacturing and sales and more effective use of advertising. They have not been forced by general declining prices, competitive conditions or glutted inventories. Facts in our business clearly point out that forced price reductions usually result in lost profits and shrinking tonnage."

The price reductions effected were made possible by two means: (1) production economies and (2) those savings contributed by large volume. I had in mind that the company had greatly increased its advertising budget so that its expenditures for 1930, 1931 and 1932, for instance, were about 26 per cent more than was spent in 1929. Why, in the search for retrenchment, had no curtailment been made in this item of management?

"The history of this company," Mr. McCabe answered, "has been to spend every dollar we could afford in advertising.

"Three things influence sales: Conspicuousness of product, selling price and advertising and sales effort. With the product and price right, sales won't move unless a lever is put behind them to start them and keep them moving.

"This year we shall spend more money for quality improvements and to effect economies in production than we have for any one year previously. These measures bear directly on advertising which can't do its best work unless it has quality conspicuousness and price inducement to work on. Advertising is not like magic which, of itself, will make people want your product. It can only be profitably productive when it has real out-

standing merits to tell people about.

"It cannot make a product a leader but it can do much to establish it as a leader by getting people to make the product a leader. They will not do this if the product lacks



THE PRICE
of 10 years ago
—yet even finer quality!

REMEMBER PRICES WHAT and
you are doing what most
people are doing.
But reduce prices and raise
quality at the same time—and
you're in a class by yourself.
That's what Scott's Tissue has
done. Scott's Tissue today is half
the price of ten years ago—
the same thoroughly pure im-
maculate softness, same strength
and softness. That quality
is every way. And this tells
the story in every roll.

See Your Dealer. Here's the
time to stock your tissue closet.
Hurry before you're again
confronted with the old price.

**1000
SHEETS
to the roll!**

**Dealers everywhere now featuring
Scott's Tissue at today's attractive prices**

*Much research lies back of Scott's
ability to stress this appeal*

the strong qualities of leadership.

"You instill in them a desire to have you make good the promises you pledge in your advertising. These promises are not to be lightly treated, nor is the mistake to be made that the public will believe anything it sees or hears. The explanation behind many products that have failed rests in the fact that their makers broadcast a promise which their merchandise failed to uphold.

"The manufacturer of a prosaic

article, such as ours, has to advertise for public attention in competition with products of other industries for which people have an instinctive interest. Radio and automobiles, for example, command attention of prospects and users. This situation tempts the maker of a prosaic article to seek unusual means of dramatization for his product.

"He acts wisely in doing so. Judgment goes wrong when he draws upon imagination and doesn't stick to fact. No such mistake is possible if he confines the source of his ideas to his product."

This difficulty confronting the advertiser of products sold over the counter every day is brought down to a specific illustration in Mr. McCabe's description of his company's problem and the way it is handled.

"Ours are products of daily consumer use," he said, "and are easily

purchased in most of the metropolitan markets of the country. If we do not deliver our message clearly and forcefully year in and year out the consumer becomes susceptible to arguments that eventually lead to loss of dealer support, slow turnover and finally shrinking markets.

"We feel that the worst mistake we could now make would be drastically to curtail our advertising, because to us advertising is something continuous that must be kept at work constantly if it is to work at all. It is not a luxury that may be used today and laid aside tomorrow until some future date.

"Advertising is a productive unit and like any other producer in our business must be geared to secure results all the time if it is to pay its way in the business. We believe that it is only on such a policy that we can win."



McClure Heads Hill Agency

Vinton H. McClure, formerly vice-president of the W. S. Hill Company, Pittsburgh advertising agency, has been elected president, succeeding the late Allen Fink. Allen Heinecke, an account executive, has been elected vice-president. R. T. Eastell, president of the Washington Oil Company, and H. S. McKinley, attorney, have been appointed to the board of directors. George B. Kerr continues as secretary and treasurer.

Fletcher & Ellis Appoint Paul Christian

Paul Christian, formerly a partner of the L. H. Hartman Company and, before that, vice-president of the Consolidated Cigar Corporation, has joined Fletcher & Ellis, Inc., New York advertising agency, as vice-president.

Again with Wales

Peter de Sanchez and Charles K. Elliott have renewed their former association with the Wales Advertising Company, New York, which will handle the accounts of De Sanchez, Elliott, Inc.

Vivaudou Appoints Hartman

V. Vivaudou, Inc., New York, has appointed the L. H. Hartman Company, Inc., New York, to direct the advertising of its Vivaudou, Djer Kiss, Melba and Delettrez products.

Joins Young & Rubicam

William R. Stuhler has become associated with Young & Rubicam, Inc., in charge of radio activities.

Okie on Ayer Directorate

William B. Okie, of the New York office of N. W. Ayer & Son, Inc., has been elected a director of the corporation. Mr. Okie has been with the Ayer agency since 1920 and has been a vice-president since 1929.

Directors re-elected were Wilfred W. Fry, William M. Armistead, George H. Thornley, Adam Kessler, Jr., Clarence L. Jordan, Harry A. Batten and Gerold M. Lauck.

Laird, Vice-President, Western Company

Kenneth Laird, for the last several years advertising manager of the Western Company, Chicago, Dr. West's tooth brushes and Gainsborough hair nets and powder puffs, has been elected vice-president in charge of advertising.

White Rock to Newell-Emmett

The White Rock Mineral Springs Company, New York, has appointed the Newell-Emmett Company to handle its advertising account. This appointment is effective April 1.

Atlas Brewing to McJunkin

The Atlas Brewing Company, Chicago, has appointed the McJunkin Advertising Company, of that city, as its advertising agency. Plans for a campaign on beer are being formulated.

Geller with "Cosmopolitan"

Max Geller, formerly with Liberty, has joined the Eastern advertising staff of *Cosmopolitan*, New York.



PROSIT!

THE sun shines bright on Milwaukee! Known round the globe for its famous brews for years, the first shuffle in the New Deal benefits this city more than any in the country.

Brewers are busy, banks are busy, plumbers, coopers, laborers—they're all hitting a great stride, for in pre-prohibition days Milwaukee was the beer capital of America.

Milwaukee is leading the parade back to good times—and is a better market than ever for your product!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

In spite of the unfriendly winds of 1932 more than twenty McCann-Erickson clients showed substantial increase in either dollar volume or unit of sale.



■ For instance, in 1932, the number of passengers carried by all transport lines increased 46,247. United Air Lines—a client of McCann-Erickson—alone accounted for 42,000 of this increase.

CAN
Office on
ork, Chic
ver, Toro

of 193
rickso
reaso
of sal



BY IND

ried by a
—a die
this incre

CANN • ERICKSON Advertising

Office an Agency in Itself Equipped to Give Full Service to Clients
New York, Chicago, Cleveland, Denver, San Francisco, Seattle, Los Angeles,
Boston, Toronto, Montreal, Winnipeg, London, Paris, Frankfurt, a. M.

New Blue Ribbon Malt Campaign Features Radio Tie-In

Ben Bernie Is Central Figure in Newspaper Cartoon Series,
One of Two Campaigns

PERHAPS more closely identified with the sponsoring product than any other radio entertainer is Ben Bernie, who, between musical numbers by "all the lads," has been extolling the virtues of Blue Ribbon malt for nearly two years. In a nation-wide newspaper cam-

The dual campaign will appear at regular intervals in a large number of newspapers, covering practically every market of any size in every State. Some Sunday rotogravure advertising will be used, in addition to the black-and-white copy, also a national weekly.

For Those Who Appreciate Quality Good Old Blue Ribbon Malt

Blue Ribbon is not always the same as it used to be. It used to be a malt with nothing short of the finest in malt quality. Entirely new processes were the basis for good old Blue Ribbon and only way other bottled by many millions of cases every year. It was the same old quality. Now Blue Ribbon malt has and you'll understand why it's America's Biggest Seller.



WHEREVER YOU GO, YOU FIND
BLUE RIBBON MALT
AMERICA'S BIGGEST SELLER

SOMETHING TO REMEMBER

Dependable



... There can be but one reason why Blue Ribbon Malt retains the loyalty of its millions of friends year after year ... they know its high quality is absolutely dependable



WHEREVER YOU GO, YOU FIND
BLUE RIBBON MALT
AMERICA'S BIGGEST SELLER

Blue Ribbon Malt liked both of these campaign ideas—so both are being run at the same time

paign which began March 10 and will continue throughout most of the rest of this year, the "Old Maestro" is now being featured in printed advertising of the Premier-Pabst Sales Company. He is the central figure in a series of cartoon illustrations, wherein he makes humorously pointed remarks about the product in much the same spirit as his radio announcements.

The Bernie series is one of two campaigns which make up the Blue Ribbon advertising program for the year. Running alternately will be the advertisements of a "script campaign." The term refers to its physical set-up, the copy being reproduced in handwriting.

Most of the advertisements in both series are 960 lines.

In featuring its radio headliner in publication advertising, the company aims to capitalize upon the publicity value which has been built up around Bernie's association with Blue Ribbon malt—and vice versa. On the broadcasts he has always handled the commercial announcements himself, making them a casual, integral part of his line of witty chatter. This style has been carried over into the cartoons which serve as attention-getting illustrations for the advertisements.

His remarks in these cartoons pack a humorous kick, but they are always based on a selling point

"Timely National Messages"

For the First Time

BAG ADVERTISING

Can be secured with
every guarantee of

SELECTED DISTRIBUTION

in

GROCERY STORES, BAKE SHOPS,
MEAT DEALERS, ETC.

Giving the utmost in advertising
value at a cost far lower than
by any other form of media.

HOUSEHOLD PRODUCTS ADVERTISING CAN
NOW BE PLACED IN THE HOUSEWIFE'S
HANDS AT THE MOST OPPORTUNE TIME.

A link-up by retailers, paper bag
jobbers and manufacturers in a
patriotic movement to publish

TIMELY NATIONAL MESSAGES
TO HELP RESTORE PUBLIC CONFIDENCE
AND PROSPERITY, AND TO PUT MIL-
LIONS OF MEN BACK TO WORK.

Selected advertisers will be
afforded an opportunity to cooperate.

Two Million to Five Hundred Million a Month

Wire or write for details

THE LAHEY-DALY CO., 33 West 42nd St., New York

—the intrinsic value of the product. Each is a complete advertisement in its own right. A typical example depicts the Old Maestro in the basket of a balloon. There are two other passengers and, prominent in the foreground, a case of Blue Ribbon malt. Says he:

"We've got to make more altitude—I'm afraid one of youse guys will have to jump out."

Bernie is prominently identified in each of the cartoons, either by a label or in the conversation of one of the other figures. His ever-present cigar and violin serve in each case to clinch the identification.

The copy which appears in conjunction with the cartoons is of straightaway selling character. It serves as a direct exposition of the quality of the product which is indirectly suggested in the cartoon.



P & G Pushes Forward

Ivory, Chipso, Camay, Crisco, Oxydol and others of the family of products of The Procter & Gamble Company, will have the backing of a large advertising program. The company's program, involving a large expenditure, had been ordered suspended but, last week, instructions were issued reinstating its newspaper and magazine schedules. The campaign goes forward, it is reported, because the company believes the road to prosperity is open and because "of the way the American public has rallied behind the courage and frankness of the President."

Exhibit Clients' Products

A three-day exhibit of clients' products is being sponsored by The Procter & Collier Company, Cincinnati. The exhibit, staged in the agency's building, demonstrates the diversification of products handled by agencies, including, for example, tanks, trailers, playing cards and horse collar pads.

Opens Eastern Sales Office

The Moon Glow Cosmetic Company, Ltd., Hollywood, Calif., has opened a New York office and sales headquarters at 475 Fifth Avenue. Henceforth the Eastern sales and warehousing of this company will be under the direction of George Engel and Jerome van Wiseman.

Radio Stations Appoint Lamb

P. A. Lamb has been appointed Chicago sales representative of radio stations CKOK, Detroit, WARD, Toledo, and WAVA, Wheeling, W. Va.

The copy is brief, consisting of a single paragraph in each case.

The "script campaign," which is the other half of the Premier-Pabst program, consists of brief statements prominently displayed in a reproduced handwriting. The running head for the series is "Something to Remember" and under this is featured a one-word headline, different for each advertisement. Each of these headlines is an adjective relating to the quality theme which is stressed in all Blue Ribbon advertising. Examples are: "Outstanding"; "Leadership"; "Dependable"; "Preferred"; etc.

The reason for the two campaigns is that both ideas were being developed at the same time. They essentially embody the same appeal, each in a different approach. The company liked them both. So it decided to run both.

Esty Enlarges Staff

Members of the staff of William Esty & Company, New York advertising agency, whose appointments have not been previously reported, include Monica B. O'Shea, Kennon Jewett and Thelma Walker, on the copy staff; Robert B. White, in the media department, and J. J. Flanagan, Jr., traffic manager.

Mr. White is trade and technical space buyer. Magazine and radio space is under the direction of John C. Esty, and E. H. Cummings, secretary of the company, is newspaper and outdoor space buyer.

Although the agency was only started last summer, it has already been necessary to get larger quarters in the Pershing Square Building.

Joins World Broadcasting

Gerard B. McDermott, for many years Western sales representative for the Jam Handy Picture Service and, more recently, general manager of the Vitaglo Motion Picture Corporation, is now a sales representative in the Chicago office of the World Broadcasting System, Inc.

Herpicide with Wesley

The Wesley Associates, New York, who handle the advertising of Ar. Winarick, Inc., have been appointed to handle the advertising of Herpicide Hair Tonic, following the purchase of the Herpicide Company by the Winarick organization.

Gets Cruiser Account

Staples, Johnson & Company, builders of Marblehead cruisers, have appointed Freystadt-Juraschek, Inc., New York, to direct their advertising.

Mar
The
has
adv
Chic
for
year

Mar
or l
of th

The
the h
and
ciding
Dail

THE
GEORG
NEW YO

*The Chicago Daily News
has carried more food
advertising than any other
Chicago daily newspaper
for more than sixteen
years.*



**Markets are either won
or lost under the glow
of the evening lamp.**

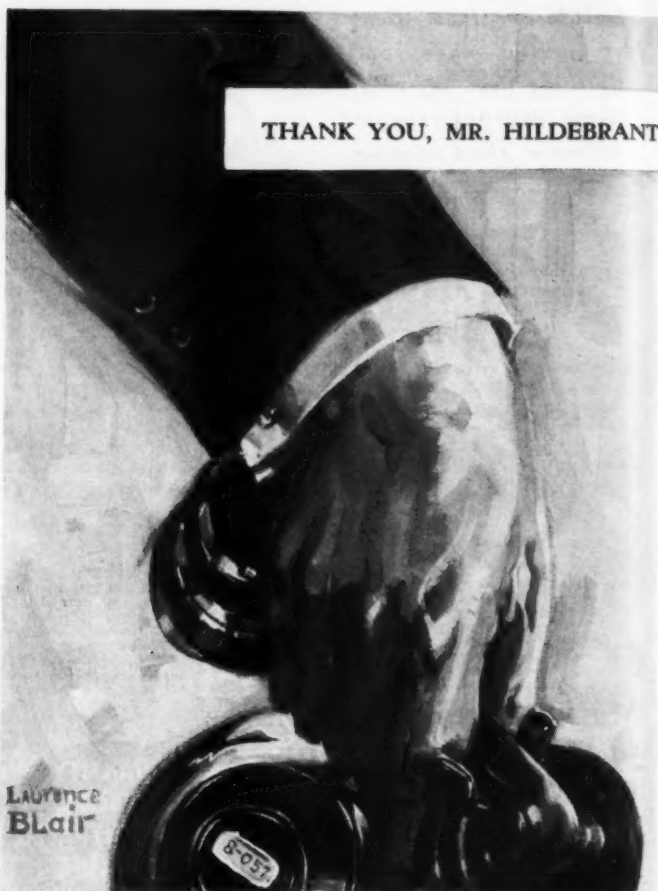
**The deciding factor is
the housewife—always;
and in Chicago the de-
ciding factor reads her
Daily News.**

The
**QUANTITY
QUALITY
CONCENTRATED
EVENING
CIRCULATION**

*Over 400,000 circulation
..of the right kind
..at the right place
..at the right time*

THE CHICAGO DAILY NEWS

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO



THANK YOU, MR. HILDEBRANT

LAURENCE
BLAIR

THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS

DAILY

New York Journal	Boston American	Atlanta Georgian
Albany Times-Union	Baltimore News	Chicago American
Syracuse Journal	Washington Herald	Detroit Times
Rochester Journal	Washington Times	Omaha Bee-News
Los Angeles Examiner	San Francisco Examiner	Seattle Post-Intelligencer

SUNDAY

Boston Advertiser	Rochester American	Baltimore American
Albany Times-Union	Detroit Times	Washington Herald
Syracuse American	Omaha Bee-News	Atlanta American
Los Angeles Examiner	San Francisco Examiner	Seattle Post-Intelligencer

"I want to say that never before had I ever seen such prompt and completely effective service, nor received such pertinent information on market buying-power as when I picked up the telephone and Called the Boone Man."

W. V. Hildebrand

PRESIDENT AND TREASURER

GOTHAM ADVERTISING COMPANY

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
New York

Boston	Chicago	Detroit	Philadelphia
Rochester	Cleveland	Atlanta	San Francisco
	Los Angeles	Seattle	

Beer as an Advertising Source

With 3.2 Beverage Now Legal, Advertising Can Begin Early in April

By Roy Dickinson

THE right for beverage makers to advertise beer if and when it was made a legal product, which PRINTERS' INK has been advocating ever since April, 1932, finally came to a showdown in the Senate on March 16 and resulted there in a close victory for the proponents of beer advertising.

It will be remembered that when the Collier Beer Bill first went through the Senate Judiciary Committee, an anti-advertising amendment was tacked on to it which started off, "It shall be unlawful to advertise by any means or method any of the liquors or fruit juices described in this section. . . . If by the law enforced at that time in a State, territory, district or political subdivision it is unlawful to manufacture or sell such liquor or fruit juices. Provided, however, that nothing in this subsection shall apply to newspapers published in foreign countries when mailed to this country."

At that time we thus had the curious paradox of a producer of a legal beverage being required to tell his story in a paper published in a foreign country. In New York State also the State Commission originally made this suggestion, "The Commission recommends that no advertising of any kind be permitted for the sale of beer. Signs outside and inside of places selling beer should be subject to rules and

regulations of the State Liquor Control Board as to size, contents, etc."

PRINTERS' INK editorially attacked both of these anti-advertis-

until
BEER
comes
back

A
MESSAGE
of Interest to Millions

The new Congress in a special session will pass the Beer Bill. In a short time, we confidently predict that you will be drinking the old Atlas Brew. Have you that will be, nobody knows. But until then, you will find in Atlas Special, the best small and big brew ever created.

In fact, the one difference between Atlas Special Brew and the finest beer that can be made is the alcoholic content. To make this function here, we first make a superlative beer. Then we remove the alcohol.

Try this Atlas Special Brew. It costs but little, much less by the case of 24 bottles. Buy it by the case for true economy. Atlas Special Brew is supplied by over 45,000 neighborhood stores in Chicago and surrounding states. Atlas Brewing Company, 2307 West Belmont Avenue, Chicago, 26 phones; Candel 5295.

ATLAS
SPECIAL BREW
AMERICA'S HIGHEST QUALITY

How one brewing company is keeping its name before the public for the time being

ing provisions, got in touch with Senator Walsh of Massachusetts who introduced an amendment to H. R. 13742 known as the Beer Bill, the sole purpose of which was to clear up the confusion and permit the advertising of whatever beverage might later be declared non-intoxicating. In this bill Sen-

ator V
bone
1917,
Ameri
the
would
ing c
such a
alcohol
per ce
have
radio
would
it coul
publica
never
that S

The
advertis
amend
put in
all dou
other
finally

Then
the pec
tising s
a legal
their o
dry, ag
Senator
and it
vote of
vote ca
fered a
vertising
in this
the am

The c
phase o
an hour
to the
tising p
writing
been w
and the
which a
layed, v
anti-adv

The t
Beer B
on Marc
as H.

Nothing
titled "A
the serv
for the f
and for o
3, 1917,
(U. S. C.
Title 18,
deposit in
the Unite
postmaste

ator Walsh cleared up the various bone dry amendments passed in 1917, even before the Eighteenth Amendment took effect. Moreover, the so-called Dill Amendment would have prohibited the advertising of non-intoxicating liquors such as beer and other liquors of alcoholic content of less than 3.05 per cent in dry States. That would have meant that all newspaper, radio and magazine advertising would have been forbidden unless it could have been shown that such publications printed in wet States never went outside the borders of that State into a dry State.

The Walsh amendment to permit advertising struck out the Dill amendment of the Senate Bill, and put in its place language to remove all doubt concerning the Reed and other bone dry amendments. It finally passed the Senate.

Then in the debate on March 16 the people who believe that advertising should be forbidden even for a legal beverage, again resorted to their old tactics. Senator Dill, bone dry, again proposed his amendment, Senator Harrison spoke against it and it was defeated by the close vote of 40 to 34. An even closer vote came when Senator Dill offered an amendment to forbid advertising over the radio. The vote in this case was 38 to 36, defeating the amendment.

The discussion on the advertising phase of the bill lasted for almost an hour. I have referred previously to the New York State anti-advertising provision. At the present writing this recommendation has been withdrawn by its proponent and the final beer bill, action upon which at the present time is delayed, will probably not have the anti-advertising provision in it.

The text of the so-called Cullen Beer Bill, as passed by the House on March 15, a bill officially known as H. R. 3341, Section C says:

Nothing in Section 5 of the act entitled "An act making appropriations for the service of the Post Office Department for the fiscal year ending June 30, 1918, and for other purposes," approved March 3, 1917, as amended and supplemented (U. S. C., Title 18, Sec. 341; Supp. VI, Title 18, Sec. 341) shall prohibit the deposit in or carriage by the mails of the United States, or the delivery by any postmaster or letter carrier, of any mail

matter containing any advertisement of, or any solicitation of an order or orders for, any of the following containing not more than 3.2 per centum of alcohol by weight; Beer, ale, porter, or other similar fermented liquor.

This provision was finally made a part of the law last Tuesday when the House adopted the conference report on the Cullen Bill, which had already passed the Senate.

Fifteen days must elapse before the bill goes into effect. This means that the selling and advertising of beer will legally start on April 6.

PRINTERS' INK has been asked many times during the last week whether beer could be advertised legally before it actually goes on sale under the provisions of the new law.

It cannot. The bill is explicit on this point. Moreover, I am advised by legal authorities that this is their interpretation also.

It is a question, of course, whether any Federal law enforcing body would quibble because anybody advertised beer a week or so ahead of time. The post office authorities, however, would simply be obeying the old law which remains in effect until April 6 were they to refuse to permit the mailing of any publication containing advertisements mentioning beer by name.

Meanwhile, preparations for advertising beer are progressing on a comprehensive basis. Many an advertising agency is working on copy and layouts for brewers. Others have complete advertisements (some of them have been shown to publishers) ready for the gun fifteen days from the time President Roosevelt signed the bill.

Anheuser-Busch is said to have not only its general publication advertising all ready, but to have a script for a forty-five-minute broadcast over a national hook-up with many popular stage and radio stars in the cast.

Although Section 4 of the bill specifically prohibits the manufacture for sale of beer, ale, porter or any other similar fermented liquor in any State, territory or political subdivision of that State or terri-

TABLE I.

Fiscal Year Ended June 30.	Number of Breweries	Barrels of Beer Consumed and Taxed	Per Capita Consumed— in Gallons (A). For U. S. as a Whole			Revenue Collected From Barrel Tax	Total Revenue From Barrel Tax and Brewers' and Dealers' Licenses
			For Wet States Only	For U. S. as a Whole	Rate of Tax Per Barrel		
1901	1,771	40,517,078	16.70	16.15	\$2.00	\$74,956,594	\$75,669,900
1902	1,807	44,478,837	17.95	17.37	1.60	71,166,712	71,988,902
1903	1,733	46,650,730	18.46	17.85	1.00	46,654,823	47,547,856
1904	1,741	48,208,133	18.70	18.09	1.00	48,208,133	49,083,459
1905	1,847	49,459,540	18.82	18.22	1.00	49,459,540	50,360,553
1906	1,747	54,651,637	20.40	19.73	1.00	54,651,637	55,641,859
1907	1,644	58,546,111	21.45	20.75	1.00	58,546,111	59,567,816
1908	1,720	58,747,680	22.17	20.34	1.00	58,747,680	59,807,617
1909	1,622	56,303,497	21.92	19.24	1.00	56,303,497	57,456,611
1910	1,568	59,485,117	23.40	19.98	1.00	59,485,117	60,572,288
1911	1,524	63,216,851	24.48	20.91	1.00	63,216,851	64,367,776
1912	1,506	62,108,633	23.67	20.24	1.00	62,108,633	63,268,771
1913	1,462	63,245,544	24.48	20.95	1.00	65,245,544	66,266,991
1914	1,392	66,105,455	24.42	20.92	1.00	66,105,435	67,081,511
1915	1,372	59,746,701	22.79	18.65 (b) 1.50		78,460,381	79,328,947
1916	1,332	58,564,508	24.68	18.01	1.50	87,875,672	88,771,100
1917	1,217	60,729,509	24.46	18.42	1.50	91,094,678	91,897,190
1918	1,092	50,174,794	24.20	15.01 (d) 3.00		124,264,754	126,285,858
1919	(c) 669	27,712,648	16.22	8.18 (e) 6.00		116,184,344	117,839,602
1920	(f) 583	9,231,280	5.31	2.68	6.00	41,743,891	41,965,870

A—In estimating per capita consumption annual population figures as estimated by the Bureau of the Census for Continental United States have been used. "Wet" States include only those States that have no State-wide prohibition laws in effect, regardless of the fact that many of those States had local-option laws.

B—Increase in tax of 50 cents per barrel accounted for \$18,713,679.88 from date of imposition, Oct. 22, 1914, to end of fiscal year.

C—By the President's proclamation of Dec. 8, 1917, under the Food Control Act, the amount of food or feed material which might be used in the production of

fermented liquor was limited to 70 per cent of the normal consumption for this purpose; by the President's proclamation of Sept. 16, 1918, the use of such materials in the production of fermented liquors was prohibited on and after Dec. 1, 1918.

D—Collection at \$1.50 per barrel to Oct. 3, 1917, \$26,259,632.45. Collections at \$3.00 per barrel from Oct. 3, 1917, to end of fiscal year, \$98,005,121.20.

E—Collections at \$3.00 per barrel to Feb. 24, 1919, \$64,374,610.47. Collections at \$6.00 per barrel from Feb. 25, 1919, to end of fiscal year, \$51,809,733.71.

F—The act of Nov. 21, 1918 prohibited the manufacture of intoxicating fermented liquors on and after May 1, 1919. The Bureau of Internal Revenue construed this to mean liquors of an alcoholic content in excess of one-half of 1 per cent by weight or by volume. However, under the decision in *United States v. Standard Brewery, Inc.* (251 U. S. 210) and other decisions, it appears that 2.75 per cent liquor by weight was manufactured up until the act of Oct. 28, 1919, defining "intoxicating liquor" as that containing more than one-half of 1 per cent alcohol (National Prohibition Act effective Jan. 16, 1920.)

TABLE II.

Materials Used in the Production of Fermented Liquor, Fiscal Years 1915 to 1920, Inclusive
(Statement in Pounds.)

Year	Malt	Rice	Corn and Corn Products	Hops	Sugar and Syrup	Other Grains (a)	Other Materials (b)
1915..	2,141,723,104	167,750,177	604,890,991	38,839,294	109,639,425	145,697,970	68,880,553
1916..	1,961,254,980	141,249,292	650,745,703	37,451,610	77,068,573	113,712,782	24,756,979
1917..	2,770,964,606	125,632,269	666,401,619	41,958,753	115,838,410	204,089,800	17,573,890
1918..	1,227,301,264	78,942,550	459,842,338	33,481,415	64,930,019	68,693,042	5,491,891
1919..	854,329,231	17,356,242	112,969,071	13,924,650	54,502,845	25,780,394	4,803,111
1920..	292,423,712	9,357,668	48,551,910	6,440,894	23,354,072	483,477	4,822,390

(a) "Other grains" include grits, wheat, bran and barley.

(b) "Other materials" include acids, extracts, salt, yeast, etc.

Total Revenue From
Barrel Tax
and Brew-
ers' and
Dealers'
Licenses

\$75,669,900
71,988,902
47,547,856
49,083,450
50,360,553
55,641,839
59,567,818
59,807,617
57,456,411
60,572,200
64,367,773
63,268,777
66,266,990
67,081,511
79,328,940
88,771,104
91,897,194
126,285,838
117,839,600
41,965,870

v. 21, 1918
manufacture
fermented
after May 1
reau of In-
construct
quors of a
t in excess
per cent by
lume. How
decision in
v. Standard
(251 U. S.
decisions, 3
75 per cent
at was man-
until the ac-
19, definin
uor" as the
e than one
cent alcohol
hibition Act
5, 1920.)

Other Ma-
terials (b)
0 68,880,532
2 24,756,970
0 17,573,880
2 5,491,880
4 4,803,120
7 4,822,390

tory if such manufacture is prohibited by the law thereof, nevertheless, paragraph C specifically permits the carrying into those States by mail of advertisements for brewers situated in States which allow its manufacture.

New York State Commission Active

A special meeting was held in a New York hotel by the New York State commission which completed two beer bills, one relating to the sale and manufacture of the beverage and the other to taxes on beer. While these bills follow the original recommendations of the commission, the provision for prohibiting advertising was entirely deleted, and the curious spectacle will no longer be possible which under the old bill would have been most logical, namely, that a brewer in New Jersey could have put a large electric sign up on the Palisades while a New York brewer would not be able to buy space in a newspaper or on a billboard in his own State.

Several publishers, as this is being written, are instructing their representatives that they will accept beer advertising as soon as it is offered to them by the advertising agencies and by manufacturers. Publishers of weeklies which are going to take beer advertising hope and expect that they may be carrying some beer advertising by the last week in April.

Many to whom I have talked say that whether or not they will carry beer advertising will depend largely upon the copy. Several have said that while they did not think even in these days they would take copy in a publication going to the home which shows a man with a foaming goblet held out to a prospective drinker, they would take copy emphasizing that beer was a harmless drink for picnics or use in the home.

The amount of money which will be invested in all forms of advertising during the first year beer is legalized was estimated by PRINTERS' INK on July 7, 1932 with the aid of a prominent New York

brewer. He figured that approximately 847 brewers would invest money in advertising during the year. He divided them into several classes. Two at one million, several at \$300,000, some more at \$20,000 and most of them at from \$1,000 to \$5,000 a year. With this type of estimate he came to the conclusion that at least \$13,000,000 would be invested during the first year of legality.

The figures which were studied by the House Ways and Means Committee for a present estimate are given on page 18 with the authority of the *American Brewer* which printed them recently.

Other interesting figures in the present beer situation are those of hops for example. In 1907 there were 41,958,753 pounds of hops used by brewers. In 1932 this had dropped to 1,840,691. A great many hundreds of farmers will plant hops this year in order to bring the crop back to normal. This means that many thousands of dollars will be spent by farmers for fertilizer, binder twine, fencing, cultivators, burlap for bags, bailing machines, kiln furnishings, spraying machines and other material.

Farm Papers Should Benefit

This should result in a nice volume of business for farm papers reaching farmers who grow hops and other cereals used in brewing. Most of the old equipment is worn out so that many manufacturers will make, advertise and sell new supplies.

All in all the dramatic action of both houses of Congress in getting busy on a practical beer bill with the advertising prohibitions deleted from it, has given a great impetus to the morale of publishing and all forms of advertising. Here is not only a new source of revenue to the Government and to advertising publications and agencies, but one which will undoubtedly stimulate sales and advertising of all sorts of accessories. The bill came at an excellent time to improve this morale and will undoubtedly serve as a real source of added revenue to the whole field.

Beer and Liquor Trade-Mark Bootleggers, Beware!

Old Names Are Still Property of Original Owners, and Non-Use Hasn't Weakened Them

By John C. Pemberton

Of the New York Bar

ORDINARILY no trade-mark can live in the eyes of the law beyond the period of its use. But when the national prohibition act became effective many trade-mark owners were *unable* to continue longer the *use* of their respective marks. And yet the owners of beer, whiskey, and other liquor brands were bound to attempt to preserve their marketing rights "against encroachments, should the public policy ever change."

What, then, has happened? Are these pre-prohibition passport ties, these commercial coats-of-arms, these former passwords to customer and prospect, still valid and subsisting or have they been lost and destroyed as matter of law by mere lapse of time and disuse?

In 1927 Mr. Justice Holmes said:

A trade-mark is not only a symbol of an *existing* good-will although it commonly is thought of only as that. (273 U. S. 269).

In this case the Supreme Court did not feel that the trade-mark owner had lost any rights by abandonment, in spite of the mark having been left dormant for about five years. For, nothing had happened in the meantime to lessen the original proprietor's preferential right to try (i.e., use) its mark again upon goods of the same general class. "Beechnut was still its business badge and autograph so far that the public, seeing the mark on any package of tobacco, believed it of their make. To constitute an abandonment there must not only be non-use but an intent to abandon."

Likewise neither registration nor renewal of registration in the U. S. Patent Office or elsewhere is necessary to *continuous* ownership of a trade-mark (16 U. S. Pat. Q. 383, Feb. 7, 1933). But though not necessary in *this country*, there is

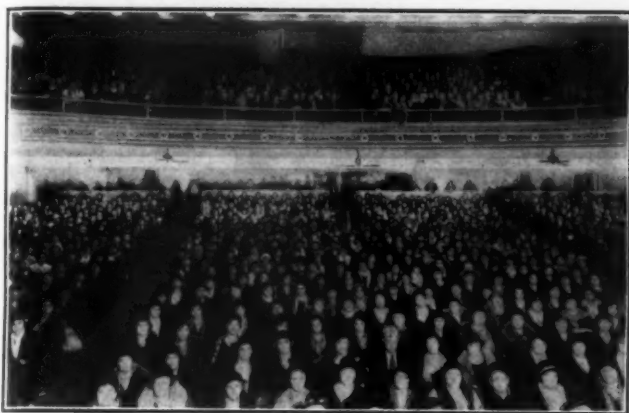
respectable authority for the opinion that:

... to register a trade-mark the world round is true economy. This means an average yearly expense of about \$5 a country, for the 125 or so countries. * * * Though half a generation of discouragement has intervened, the owners of beer, whiskey, and other liquor trade-marks *have helped* to keep alive their marketing rights throughout the world by registration and re-registration. (U. S. Trade Mark Bulletin, Nov., 1932, Feb., 1933.)

Today indications are far from lacking that we are in for a period of bootlegging of trade-marks owned by our nationally known soft and hard drink manufacturers. It should, therefore, be of interest to learn of the current experiences of such corporations as Anheuser-Busch, Canada Dry and Bass's Ale in their recent laying of their grievances before our State and Federal Courts.

In December one of our United States District Courts in Chicago found that Bass's Ale had been continuously sold here until 1919, so that the name had become well known; that notwithstanding the fact that the owner of this mark had not been able to *sell* its ale in the United States since 1919, the date of the adoption of the national prohibition act, the trade-mark "Bass" and the owner's distinctive label, were *still* well known and had an existing good reputation; that it was the owner's intention to resume the sale of its ale in the United States as soon as permitted by law. Hence a decree was entered, providing in part as follows:

1. The plaintiff's trade-marks have not been abandoned.
2. The registrations of plaintiff's trade-marks are valid and subsisting, unrevoked and uncanceled.
3. That defendant, by the use of



(Photo by
Hirshburg)

Photo of the second session of The Indianapolis News Cooking School held at B. F. Keith's Theater, March 8th, 1933

THE 8TH ANNUAL INDIANAPOLIS NEWS COOKING SCHOOL

The National bank moratorium and wintry weather could not prevent the 8th Annual Indianapolis News Cooking School from being one of the most successful ever held.

For three days, March 7, 8 and 9, the readers of The Indianapolis News came in ever increasing numbers to B. F. Keith's Theater to hear Mrs. Frances Troy Northcross, authority on Home Economics. On the final day, March 10th, the theater was filled to capacity.

Here is just another demonstration of the reader-confidence and responsiveness enjoyed by The News.

This reader-confidence and responsiveness plus adequate coverage by a 97 per cent home-delivered circulation enables The Indianapolis News to sell the Indianapolis Radius, economically and profitably . . . ALONE.

THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York
Dan A. Carroll, 110 E. 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.

Spe

Collier's is the magazine of today and tomorrow's character—recognizing and reflecting the rapid changes in American thinking.

And American thinking is quick thinking. Issues of tremendous significance are before the country. They must be understood, measured, settled.

Collier's investigates, studies and presents these issues clearly and emphatically to its readers with recommendations for action.

In its editorials, articles and fiction Collier's

M
in Collier's
magazine
modern
THE C

words.

is be

today w

parallel

This is

young-

And thi

he key

ng.

C

TH

In Collier's a new leader has appeared among magazines — a leader, designated as such by modern-minded American public.

THE CROWELL PUBLISHING COMPANY

eed 1

morrows characterized by speed and action rather than the mere literary entertainment of many words.

inking it is because of these facts that Collier's is read before today with an intensity of interest that has no d, me parallel among publications of large circulation.

This is why Collier's appeals to the alert, present young-minded people of America.

to it And this is why Collier's offers to the advertiser n. the key publication to influence American buying. Collier's.

Collier's

THE NATIONAL WEEKLY

the words Bass's Amber Ale on a hop-flavored bitter carbonated beverage, has infringed plaintiff's trade-marks and has competed unfairly with the plaintiff.

4. That the plaintiff is entitled to a decree against the defendant for a perpetual injunction and to damages and profits.

(Bass, Ratcliff & Gretton, Ltd., v. Windsor Ale Company. U. S. Trade Mark Rep. Feb., 1933).

Anheuser-Busch's experience is less recent (1930) but equally important and instructive as a precedent, concerned another's use of the name "Budd-Wise," in simulation and in fraud of the Anheuser company's trade-mark "Budweiser," known to us all. The infringer's argument was that, since the Anheuser company's mark had only been used on intoxicating lager beer, hop-flavored barley malt syrup and barley malt syrup, they had a perfect right to use their mark on a different product, i.e., malt sugar syrup.

The court answered this contention by declaring that the name "Budd-Wise" suggested that all three products came from the same source. Prior to this case, there was also an earlier one involving the same mark, in which the U. S. District and Appellate Courts held:

The real question in this case, as it appears to us, is whether assuming that the complainant has a valid trade-mark in the term Budweiser, and we have no doubt that it has in connection with the manufacture of beer, is it thereby entitled to complain of the use of that trade-mark by the defendant, who makes no use of it in connection with the manufacture of beer but who uses it in connection with the manufacture and sale of a malt syrup. Malt is known to be an ingredient of beer, and Budweiser malt syrup suggests to the ordinary person a by-product of Anheuser Busch. We think it is obvious that the public seeing this trade-mark on malt syrup, would conclude that it was made by the complainant. (295 Fed. 306, 9.)

Turning to the remaining part of the infringer's contention (in this same case), namely, that Anheuser was deliberately and intentionally selling its product primarily for the manufacture of intoxicating home-brew beer in violation of the national prohibition act and that its product was not fit for legitimate uses, the court con-

cluded that this contention was irrelevant to the infringement suit saying:

Unlawful use of a trade-mark can give no license to the general public to infringe that trade-mark, regardless of whether the infringement be in connection with legitimate or unlawful trade. (37 Fed. (2) 393.)

Likely as not, many of our something-for-nothing trade pirates are already contemplating the rich harvest to be garnered from the unsuspecting public by being the first to offer Budwiser wines, Bass' scotch and rye or Canada Dry beer.

It is an unfortunate fact that when one has adopted some trade-mark for his goods, and by patience and labor, or by superior salesmanship, or by the good quality of his goods, or by extensive and costly advertising, or by all of these, has established a profitable and valuable business, there are to be found many who flock to the feast, unbidden guests, and fatten themselves at the table which has been spread. (The Celotex Co. v. Millington. 49 Fed. (2), 1053; 60 T. M. Rep. 402.)

The pirates might be deterred or at least less enthusiastic were their attention to be called to the uninterrupted trend of our recent court decisions.

1. The owner of the "Yale" trade-mark for locks prevented the use of this name by another on flashlights, dry cells and storage batteries.

2. The owner of the trade-mark "Tiffany" for jewelry, glassware, etc., secured an injunction against the use of the name by a motion picture concern.

3. The makers of "Barbasol", a shaving cream, successfully objected to the use of the words "Bar-ba-sal" and "Barbasteel" on razor blades.

(U. S. Trade-Mark Bulletin, Feb., 1933.)

The courts will not permit the piecemeal destruction of a trade-mark by infringers, or as Mr. Justice Holmes put it some years ago:

It is a fallacy to break the fagot stick by stick. (250 U. S. 28, 9.)

When in December, 1932, the Canadian Pale Products Associa-

Mar

tion
tain
marl
malt
Was

"C
to
used
have
ginger

TR
r
ducin
Gold
and
stress
was
sibilit
mum.

De
tant
to ed
stand
and h
to pr

Te
busin
paper
kits s
"How
of wh
the d
qualit

Rup

Jacob
York
Jacob
advertis
which
become
beer.
tion of
spent.
York
count.

I
Glenn
preside
ufacturi
the boar
vice Co

Wesso

The
pany, N
Hazard
York, a

tion unsuccessfully sought to sustain the registration of their trademark "Canadian Pale" for use on malt beverages, the authorities in Washington held:

"Canadian Pale" is deceptively similar to "Canada Dry" when the former is used on malt beverages, which we feel have the same descriptive properties as ginger ale, orangeade and sparkling lime.

These goods all belong to a class of beverages which are sold from the same stores, to much the same class of customers, and usually distributed in bottles. (16 U. S. Pat. Q. 1.)

Should further law be desired on this subject, undoubtedly our sprouting liquor trade-mark chisellers will find our courts glad to supply it—at their expense.

Goodrich Advertises New Tire

THIS week The B. F. Goodrich Rubber Company is introducing its new Goodrich Life-Saver Golden Ply tire. Advertising copy and material furnished to dealers stress the fact that the new tire was developed to reduce the possibilities of blow-outs to a minimum.

Demonstration plays an important part in the campaign, aiming to educate the public to an understanding of the cause of blow-outs and how the new tire is designed to prevent them.

Ten general magazines, fifteen business papers and eleven farm papers are being used. Sales help kits supplied to dealers include a "How to Sell" book, the first half of which is written to convince the dealer himself concerning the qualities of the tire. The second

half shows him how to pass this knowledge on to car owners.

The kit includes a wall-hanger which gives the selling story briefly, showing what happens when a tire gets hot. A counter display brings out this point in greater detail. Samples of crude rubber enable the dealer to demonstrate the effects of heat on rubber. Finally, envelope-size leaflets are provided for distribution to prospects.

The company's display service this year includes seven displays, for which a charge of \$4.95, plus transportation costs, is made.

While the new tire ties up with the sales promotion strategy of the company, impressing the public with the desirability of quality, dealers are told that "Goodrich will not be undersold."

Ruppert Planning Campaign

Jacob Ruppert, owner of the New York American Baseball Club, and the Jacob Ruppert brewery, is planning an advertising campaign in New York State which will get under way as soon as it becomes legally permissible to advertise beer. It is reported that an appropriation of not less than \$500,000 will be spent. The H. E. Lesan Company, New York advertising agency, has this account.

Elliott Service Elects

Glenn L. Gardiner, assistant to the president of the Forstmann Woolen Manufacturing Company, has been elected to the board of directors of the Elliott Service Company, New York.

Wesson Oil Appoints Hazard

The Wesson Oil & Snowdrift Company, New Orleans, has appointed the Hazard Advertising Corporation, New York, as advertising counsel.

New Building Magazine

Building Modernisation is a new publication, published by Business Journals, Inc., 192 Lexington Avenue, New York. E. J. Rosencrans, formerly owner and publisher of the *American Architect* and *Building Age*, is head of the new organization. George K. Gauff, formerly with *Architectural Record*, *General Contractor* and *Architectural Forum*, is general manager and Charles G. Pekar, formerly editor of *Building Age*, is editor.

Furniture Paper Appoints

Milton L. Samson, formerly with *Furniture Merchandising*, Charlotte, N. C., has been appointed editor of *Furniture Record & Journal* and *Furniture Manufacturer*, with headquarters at Chicago.

Moore Leaves Keystone

W. Calver Moore has resigned as general manager of the Keystone Publishing Company, Philadelphia, with which he has been associated for twelve years.

New Model Opens New Markets

Compact Unit, Needing Less Service, and New Dealer Advertising Plan
Get Wider Distribution for Copeland

By W. D. McElhinny

Vice-President, Copeland Products, Inc.

THE average retail price of electric refrigerators in 1931 was \$258. The 20,215 dealers who sold ten refrigerators or less sold an average of only five refrigerators a year at a gross of \$1,290. With an average discount of approximately 20 per cent, the dealer's annual gross profit was \$258.

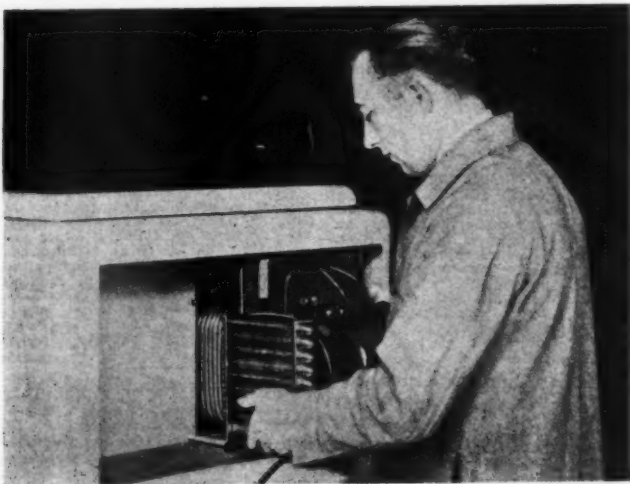
Obviously on this sum he could not afford the investment necessary to maintain a service department. Not only that, but with so small a margin he could not afford very much advertising or sales promotion effort.

To end the stalemate, Copeland Products, Inc., brought out a new refrigerator which, we feel, is radically different. Then we adopted an advertising and dealer-help plan that was equally new

and different to fit the new type of refrigerator.

With a compact type of cooling unit that greatly simplifies the mechanism, we have adapted the automobile "loaner" battery plan of servicing to electric refrigeration. The heavy investment in service equipment and organization which consumed much of the dealer's profits has been eliminated. The dealer can now devote his resources, energy and activities to merchandising rather than servicing.

A few words to describe the new machine: The cabinet is modernistic and massive. When it is opened the entire refrigerating system is seen to be contained in a compartment that is but little larger than that occupied by the



The mechanism of the new Copeland can be removed in a few seconds and can be replaced with a "loan unit" from the dealer. With the problem of servicing thus solved, many new outlets are now open to this product

evaporator alone in a conventional refrigerator. An idea of its relative size may be had from the fact that the complete system weighs only seventy-four pounds, about half the weight of the conventional types.

The reduction in size of the refrigerating unit, in addition, makes it easy for an unskilled workman to remove or replace it in eighty seconds. All of the tools he needs are two small screw-drivers and a socket wrench.

With only three moving parts in the motor and compressor combined, an ordinary workman can learn to take it apart and re-assemble it in a single lesson.

"Loaner" Unit Can Be Substituted

Because of its extreme simplicity, adjustments are very easy to make, and if necessary, the refrigerating unit can be removed and a "loaner" unit installed while the other one is sent to a nearby distributor for check up and adjustments. To fit this new refrigerator and to meet the needs of a different kind of market from the more or less urban market in which electric refrigerator sales have largely been made up to the present time, a special advertising program was prepared. The same limitations as to cost of a service department that applied to dealers selling from one to ten refrigerators a year also held good as far as advertising and sales promotion were concerned.

With 65 per cent, or 20,215 dealers who sold on an average of five refrigerators a year at a total gross profit of \$258, and only slightly more than 4,572 dealers with a volume of twenty-six to 100 a year and an average gross sale of \$16,254, or a gross profit of approximately \$3,250, equally economic and efficient advertising and sales promotion had to be supplied the dealer.

Only 1,100, or 3 per cent, of the dealers sell 50 per cent of all refrigerators. Their average is 427 units a year, valued at \$110,166. With the present dealer-service set-up, these 3 per cent are all

that can profitably merchandise electric refrigerators on that basis. With the new Copeland and distributor-dealer set-up which eliminates the need of a dealer's service department, the other 97 per cent of the dealers, whether in the rural sections or in cities, can profit equally in proportion to the number of refrigerators they sell, whether the number be five, ten or fifty.

Thus it will be possible for furniture stores, hardware stores, music shops, electric appliance stores and department stores in the small neighborhoods to sell electric refrigerators as they do other commodities, at a profit, because they have no service overhead.

The new refrigerator enables the big volume store to sell it as any other article of merchandise, without either specialty selling or specialty servicing. These large volume outlets do not use canvassers or other methods of specialty selling; but they sell to people who come to their stores for other items of merchandise regularly used in the homes. They have wanted to get away from the specialty service problem in electric refrigeration.

Advertising the New Model to the Trade

To announce the new refrigerator to the trade, full-page advertisements were used in six leading publications reaching electric refrigerator dealers. In addition, two full-sized, four-page newspapers, called the "Copeland Ice Cube," printed on regular newsprint stock—top front-page headlines in red—were mailed from the factory to a selected list of 25,000 prospective dealers in the hardware, furniture, department store, electrical specialties and radio fields.

In addition our distributors mailed some 15,000 additional copies to dealer lists of their own.

As a follow-up piece, we are getting out an eight-page booklet, size $11\frac{1}{2} \times 15\frac{1}{2}$, in two colors, to be used by the distributors in following up dealer prospects.

A sixteen-page, self-cover sales catalog gives the dealer and sales-

man a complete sales presentation and includes a separate specification page for each model. This catalog is supplied to the distributor at 2½ cents to mail or to supply dealers. It is printed in two colors. An envelope enclosure, also in two colors, picturing the five models, is sold to dealers at the low cost of \$3.50 per thousand.

Each of these pieces is based on the idea of giving the distributor and dealer the most practical material at the lowest possible cost. By concentrating on two pieces at a time, in comparatively small runs and relying on quick turnover of the literature to make possible new pieces at short intervals, we are able to get out new material each month or so, rather than prepare a dozen pieces and carry them six months or more.

In the first instance, neither the company nor the dealer has much money invested in literature. The dealer has only the pieces he needs at the time instead of a large number which puzzle him in making his selections and often discourage him from using them.

Another advantage is that it enables us to take advantage of new angles of selling, of seasonal markets, new materials, and new products without carrying a heavy inventory.

For display material, particularly in view of the fact that the new model has good display value and will be handled by a great many

small outlets which will sell possibly from one to ten refrigerators a year, we are getting out window stickers consisting of five pieces. These are cut out of 38 by 50-inch sheets and are printed in bright colors from linoleum plates. They are available to the distributor for 15 cents each and given by him to the dealer, who is given instructions as to how to display the refrigerator so as to take full advantage of its modernistic design and eye appeal.

The object of the whole plan is to get into the dealer's hands and into the showroom the type of display material and sales helps that he can afford to buy and actually use. We recommend to the distributor that he give the literature to the dealer, and include the cost in his discount plan so that when the dealer figures his gross profit, he doesn't have to figure a nickel for display or advertising.

Without the need of figuring service overhead or advertising material expense, he knows just what he has to play with when he sells a refrigerator.

In this the factory and distributor share the cost so that the dealer can be supplied with literature at no cost or for a very nominal charge. The regular Copeland plan of co-operative newspaper advertising is continued whereby the company shares the cost with distributors and dealers on a 50-50 basis.

World's Fair to Sell Advertising

World's Fair Weekly will be published by the Century of Progress International Exposition during the Fair. The first issue of 250,000 copies will appear May 28 and on November 1 the publication will be suspended. Advertising will be solicited.

J. N. Buchanan, as chief of the publication section of the Fair, will have general charge of *World's Fair Weekly*.

Ronald Millar, at one time executive editor of *Liberty* and more recently with Compton's Pictured Encyclopedia, is editor.

Has Macaroni Account

The De Martini Macaroni Company, Brooklyn, N. Y., has appointed Churchill-Hall, Inc., New York, to direct its advertising account.

Mosheim to Handle Foreign Lines

Albert Mosheim, president of the House of Tre-Jur, Inc., New York, who recently made arrangements to take over the American agency for Les Parfumeries de Gabilla of Paris, will organize a corporation to be known as Gabilla, Inc., to handle this account.

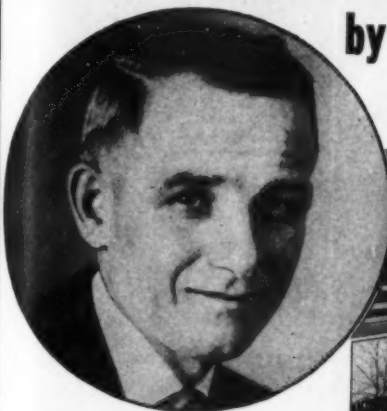
He also will organize a separate company to represent Parfums des F. Millot, "Crepe de Chine" products.

Mr. Mosheim will be president of the two new companies. There will be no change in the policy of the House of Tre-Jur.

Appoints Fenger-Hall

The Fullerton, Calif., *News-Tribune* has appointed the Fenger-Hall Company, Ltd., publishers' representative, as its national advertising representative.

TO THE HOMES OF BALTIMORE by CARRIER...



SO efficient, so thorough is Sun-
paper Carrier Service that in
hundreds and hundreds of blocks
throughout Baltimore and suburbs,
Sunpapers are delivered to every
occupied house.

Here are shown but four of many
"solid blocks" on the route of William
Darling, who has been delivering
Sunpapers continuously since 1921.

Such coverage of Baltimore homes
re-emphasizes what most advertisers
already know—Baltimoreans are most
readily reached through The Sun-
papers—morning, evening, Sunday.

THE SUNPAPERS in February DAILY (M & E) 272,948

**THE
MORNING**



EVENING

**SUN
SUNDAY**

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Detroit: Jos. R. Scolaro

St. Louis: C. A. Cour

Atlanta: Garner & Grant



Inquiry into the TRIPLE LIFE OF *Mrs. Thompson*

THREE PEOPLE were rolled into one to make Mrs. William Keene Thompson, of Brookline, Mass.

One of these is Eleanor Thompson, born a Beardsley and bred at Dana Hall. A good sport, romantic, young and adventurous. She just won't grow up—that's one reason why her friends cherish her.

Another is the wife of Bill Thompson, Tech graduate in the class of '17, and

the mother of his son, Bill junior. A smart housekeeper and a thoughtful mother.

Still another is Eve, herself. *Her* life is spent in front of the mirror, in the smart shops, and at her hairdresser's. People who know only this side of Mrs. Thompson might think her vain. Not so. For *this* Mrs. Thompson is uppermost only a third of the time.

Three people. Three separate, dis-

tinc
neve
sam
T
ever
Eve
each
basi
Hon
A
the
fact
in a
why
up,
ing
won
T
mag
nee
Mc
zine
a se
begi
her



tinct individuals rolled into one, and never two of them dominant at the same time.

That's Mrs. Thompson. And that's every married woman in the land. Every woman has three basic interests, each distinct from the other. These basic interests are Romance, Her Home, Herself.

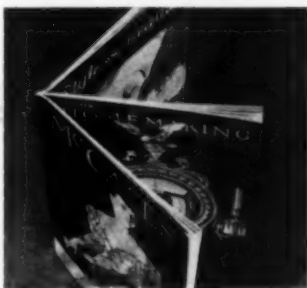
Alone among women's magazines, the new McCall's now recognizes this fact, and the necessity for meeting it in an orderly and logical way. That is why McCall's, in a brilliant new make-up, now arranges its contents according to these three main interests of a woman's life.

The new McCall's is in reality three magazines in one. To meet woman's need for recreation and romance, McCall's has given her first a magazine of Fiction and News. Then comes a second four-color cover to mark the beginning of a magazine which meets her domestic moods and intensifies

them—McCall's Homemaking. Then, to satisfy her interest in her personal appearance, behind its own four-color cover comes McCall's Style and Beauty. All three, bound together as a unit, make up the new McCall's.

And what about Advertising? The new McCall's now offers to all advertisers the opportunity of a similarly appropriate arrangement, one which is to the mutual advantage of its readers and its sponsors. True to the principle of "related selling" so effectively used by modern department stores, like things are grouped with like. There need be no fear of saying the right thing to the right woman at the wrong time.

Radical? Only in the sense that it has never been done before. But you may be sure that we did not remake McCall's this way before we knew from experience that only such a magazine of triple aspect could bring the greatest help to the triple lives that modern women lead. And after the first new issue went on sale, an unprecedented increase in letters from the women on McCall Street told us how right we were. McCall's Magazine, 230 Park Avenue, New York City.



The New
McCALL'S

Don't Be Fooled by Low Cost of Small Space Inquiries

It Is Cost of Sales Actually Made That Counts Most

(TELEGRAM)
TORONTO, ONT.

Editor of PRINTERS' INK:

Please send bibliography small space versus large space.

JAMES FISHER CO. LTD.

STUDIES of this question have been somewhat contradictory but the general consensus of opinion is that smaller space produces a relatively larger proportion of replies than larger space. The most comprehensive investigation of this type was the part of "An Analysis of 5,000,000 Inquiries" made by Daniel Starch.

He studied, in all, returns on somewhat over 4,000,000 inquiries to find a ratio of replies to space.

He says: "The smallest space seemed to produce a relatively larger proportion of replies than the larger spaces. This may be accidental rather than significant."

A study made for PRINTERS' INK MONTHLY ["A Case Study of Small Space vs. Large Space," November, 1932], discussed a more limited number of advertisements but was broad enough so that definite conclusions could be drawn.

In each one of the cases studied, it was indicated that the small-space unit produces more inquiries per dollar spent.

This information, however, is likely to be a bit misleading. Further investigation indicated that in most cases the inquiry received

as a result of a small-space advertisement is more difficult to turn into actual sales.

The problem, of course, finally reduces itself to a determination of what the advertiser actually wishes to do.

A large food advertiser, for instance, who has found that small space produces inquiries at a lower cost also finds large space profitable because it maintains a constantly large volume of inquiries and builds emphasis on momentum and, through this, paves the way for the successful operation of subsequent smaller units.

Advertisers cannot afford to let themselves be fooled by costs per inquiry. They should study not only costs per inquiry, but also, the cost of selling each inquiry.

The chief advantage that small space has in these days is that it allows the advertiser, who has been a large-space user but who is forced to cut down his appropriation for financial reasons, to keep up that continuity which is so desirable in advertising.

Small space will produce inquiries and it will keep the advertiser's name before the buying public. Therefore, it is far more desirable to use smaller advertisements than to cut out advertising entirely or to so interrupt the tenor of the campaign that large advertisements are appearing at too infrequent intervals.—[Ed. PRINTERS' INK.]

Adds Three Accounts

The Hewett-Crouse Advertising Company, Chicago, has been appointed to handle the advertising accounts of these Chicago companies: Channell Mop & Polish Company, Sealtext Corporation and the Kanart Manufacturing Company.

Appoints Mitchell Agency

James A. Aicardi & Sons, Boston, manufacturers of I-Car-De Mayonnaise, have appointed The Mitchell Company, Boston, to direct their advertising. Radio, newspaper and poster advertising will be used.

Changes Name

The Keyes Advertising Corporation, recently formed at New York for the handling of advertising display cabinets in the Grand Central Terminal, New York, and other railway terminals, has changed its name to the McArthur Indoor Advertising Corporation.

Smith Rejoins Geuting Shoe

R. R. Smith, recently advertising manager of the A. S. Beck Shoe Corporation, has returned to his former position as advertising manager of the Geuting Shoe Stores, Philadelphia.

Long Letters without Headlines Pull Best, This Study Shows

Some Interesting Figures on Direct Mail as Extracted from a Year's Summary Made by International Nickel

DURING 1932, the International Nickel Company paid particular attention to the development of inquiry-producing direct mail.

When the year was over a summarized report of what this work had accomplished was made. Incorporated in this report were observations on such topics as the pre-testing value of mailings, comparative effectiveness of long and short copy, of letters with and without headlines and of the time element in direct-mail returns.

These observations resulted from the fact that, while adhering to the primary purpose of pulling inquiries, experiments and tests were made at every opportunity in an effort to uncover information that would help in future work in this phase of advertising. The mailings were used to produce inquiries on Monel Metal and nickel, which are bought mainly to be used in the fabrication of products for re-sale.

Through the courtesy of the International Nickel Company, PRINTERS' INK has culled from this annual check-up on direct-mail work (a good idea in itself) the following extracts of general interest:

Long Letters vs. Short Letters:

To avoid ambiguity we are considering under the classification of long letters only those letters occupying more than one page containing 25 per cent more words than the short letters with which they are being compared.

In order to provide a proper estimate of comparative value of such letters, they must, of course, be tested under ideal conditions, that is, with all other factors equal.

Only four sets of letters sent out by the company in 1932 meet this requirement and, at the same time, conform to the specifications of long and short letters. These four mailings provide definite in-

dication of the relative pulling power of these two types of letters.

In a certain mailing a long letter, sent to 2,132 names comprising one-half of a certain list, pulled 2.35 times as many inquiries as did a short letter mailed to the other half of this list. A second mailing test gives one of the most definite indications of comparative efficiency of long and short letters. The two letters in this mailing each went to one-half of a list of 1,713 shipyards and boatbuilders. These letters were designed for the purpose of testing the advantages of long copy. Letter A was a deliberate expansion of Letter B, containing all the essential details of the latter, expounded at greater length.

Letter A pulled 14 per cent more replies than the short letter. It also brought in 90 per cent of its replies within two weeks after mailing whereas Letter B took three weeks. Letter A pulled its full total of returns within three weeks of mailing while it took Letter B almost three months to attain its full return.

The long letter again proved its superiority in another mailing. In this mailing long Letter A pulled 47 per cent more returns than did short Letter B. Each was sent to one-half of a list of 3,270 textile plants.

In this mailing, the long letter attained its total return eight days after mailing. Letter B, on the other hand, did not complete its returns until seven weeks after mailing.

In a fourth test a short letter (one of a series of seven test letters sent to 1,000 persons who had responded to national advertisements) outpulled a long letter by the slimmest of margins—3.60 per cent to 3.53 per cent. But here is the interesting thing—the long letter brought in 70 per cent of its

returns within nine days of mailing. The short letter brought in only 29 per cent of its total within a similar period.

Judged on the basis of these tests, long letters are definitely superior to short letters.

In three of the four tests, the long letter brought in its returns at a faster rate than did the short letter. The speed of return in the fourth test was about the same for both letters.

The question of speed in returns is of marked importance. It seems only logical that an inquiry received one week after mailing is more indicative of strong interest than one received a month after mailing. The prompt reply, in all probability, also adds to the effectiveness of the follow-up which is, or should be, a development of the sales argument presented in the initial mailing.

It may be argued that four tests are too few to form a definite conclusion. In general, that is true. Consequently, these results must be taken as an indication rather than as conclusive proof. Bearing this in mind, then, it is possible to say that these results give very strong indication that long letters are more effective in pulling inquiries than short letters.

This hypothetical rule must be qualified to some extent. It is questionable that length for the sake of length is a wise policy in the preparation of copy. Length is merely the means toward an end—the end in this case being clarity of thought and expression.

Differs from Personal Selling

In selling by mail, it is essential that the idea of the product being sold be gotten across clearly. In personal selling, the salesman can go back over his argument to correct any misunderstanding on the part of the prospect. Mail selling provides the difficulty that the first presentation is the last. There is no chance for correction. All possibility of misunderstanding or misinterpretation must be eliminated. This calls for complete and detailed exposition of each and

every point of the sales presentation and argument.

Long letters give a more thorough exposition of the sales argument than do the short letters. That would seem to be the reason for the superiority of the long letters. It is the only logical reason for length in the copy.

How Headlines Affect Returns:

To determine accurately the effect upon returns of headlines in letters, it is necessary to test letters in which the headline is the only variable. Only two such tests were made in 1932.

A check was made on a mailing sent to a list of 2,004 textile plants. One letter carried a headline, the other did not. The letter without the headline pulled 8.55 per cent returns; that with the headline only 7.43 per cent. Thus, the letter without the headline was 15.1 per cent more effective.

In a second test two letters were sent, each to one-half of a list of 2,841 lumber mill working companies. Letter A bore a headline; Letter B did not. The returns for the two letters, after adjustment for undeliverable mail, were as follows: Letter A pulled 7.34 per cent, and Letter B, 8.76 per cent. The letter without the headline thus is seen to be 19.34 per cent more effective.

It is impossible to set any hard and fast rule based on the conclusions of only two tests. The results of these two tests require substantiation by additional tests. However, these results do indicate fairly definitely that a headline in a letter tends to reduce the effectiveness of that letter.

While we are interested primarily in effects, not causes, it is interesting to attempt to analyze the reasons for the superiority of the letter without a headline. Realizing that one opinion is as good as another, our own feeling is that the headline reduces the efficacy of the letter because it reduces the possibility of personalizing it.

We know from our own experience, which has been well borne out by the experiences of other advertisers, that personalizing defi-

nitely
of a
that
the p
Certa
line
The
"form
any l
reduc
ever
The l
the ot
letter
read
first
will c
body
on th
depend
headlin

Time Returns

The
"Is it
proxim
mailing
of the
to this
any o
which
say 8
ceived
In a
correct
a stud
the co
which
such a

Editor c
I wa
article i
"The M
Ever Di
Our c
job perf
war and
it will p
Next
is taking
fecting
be fully
mediate

No
The S
lotte, N.
Textile I

nately increases the pulling power of a letter. It appears only logical that a headline takes away from the personal aspect of the letter. Certainly we would not put a headline on a letter to a friend.

The headline puts the stamp of "form letter" or advertisement on any letter. This, in our opinion, reduces the possibility of the reader ever going beyond the headline. The letter without the headline, on the other hand, looks like any other letter. Its reader will at least read the first paragraph. If this first paragraph is a good one, it will carry the reader down into the body of the letter. From this point on the effectiveness of the letter depends on things other than the headline.

Time Required for Direct-Mail Returns:

The question frequently is asked, "Is it possible to predict the approximate total of returns from a mailing on the basis of the returns of the first few days?" A corollary to this question is that of "Is there any definite period of time in which a majority of the returns, say 80 or 90 per cent, are received?"

In an effort to determine the correct answers to these questions, a study was made of fifty-eight of the company's 1932 mailings in which a means of direct reply, such as a business reply card, was

provided. Analysis of these mailings indicates definitely that returns are subject to no specific trends and are not in any way predictable.

The mailings studied were designed to pull all forms of inquiries—literature, information and quotations. The number of days between the date of mailing and 50 per cent of returns was set down for each mailing—also the number of days required to reach 75 per cent, 90 per cent and total returns.

In the case of the 50 per cent figures, this half-way point was reached in the period of the eighth, ninth and tenth days by only slightly more than one-half of the fifty-eight mailings. In other words, to attempt to predict the total returns of a mailing by the returns received up to any one of these three days would be a 50-50 proposition. A guess has as much chance of being right. This applied also to the three-quarter and 90 per cent marks.

To take a specific example, one mailing brought back 70 per cent of its total returns within nine days of mailing. A second letter brought back only 29 per cent of its total within a similar period; and a third only 27 per cent. Yet, in the end, these three mailings pulled almost identically the same returns. Any prediction made in the early stages of returns would have been wrong.

Advertising and War

THE SUN
NEW YORK

Editor of PRINTERS' INK:

I was very much interested in the article in your issue of March 9 entitled "The Most Interesting Advertising Job I Ever Did," by William H. Rankin. * * *

Our Government fully appreciates the job performed by advertising in the late war and is fully conscious of the part it will play in any future emergency.

Next time, however, the Government is taking no chances, but is now perfecting plans whereby advertising will be fully prepared to go into action immediately the moment trouble appears.

G. T. HODGES.

Now "Textile Bulletin"

The *Southern Textile Bulletin*, Charlotte, N. C., has changed its name to the *Textile Bulletin*.

Arthur Kahne Dies

Arthur H. Kahne, advertising manager of Libby, McNeill & Libby, died at Chicago last week. Well known as one of the younger advertising executives of the country, he was just thirty-six years old at the time of his death.

Mr. Kahne joined the advertising department of Libby's ten years ago, following association with Butler Brothers and the Cellucotton Products Company.

He became understudy to Guy C. Smith, then advertising manager, and when in October, 1931, Mr. Smith was appointed Eastern general sales manager, was named to succeed him.

Appointed by Thompson-Koch

Earle A. Meyer, formerly with the J. Walter Thompson Company at Cincinnati, has been appointed publicity manager of the Thompson-Koch Company, advertising agency of that city. He succeeds the late Ren Mulford, Jr.

Quality Evidence

Los Angeles Milk Company Suggests Simple Test of Advertised Claims

THE Adohr Creamery Company, of Los Angeles, bases its advertising on the thought that milk is not just milk. So, instead of using the commonly used institutional type of copy, this advertiser has prepared a campaign which gives the competitive reasons why its milk is better.

"Just as there are poor coffees, fair coffees, good coffees, and excellent coffees," says the Adohr advertising manager, Gayb Little, "so there is poor milk, fair milk, good milk, and excellent milk. Our company won every Pasteurized and certified milk contest conducted by the Los Angeles City Health Department for two entire years. We have 167 first awards for richness, purity and flavor. This company is the owner of a large Guernsey herd, and it hardly seems unreasonable to me that even one not versed in the production of milk would assume that the product of such a herd might be much different from the milk produced by a less excellent herd, or under less advantageous conditions."

With a quality story to tell Adohr is conducting a large advertising campaign in Southern California. Newspapers, outdoor posters, car cards and a large outdoor sign are all repeating the one selling phrase: "Quality you can taste!"

Quality is something that anyone can claim. Adohr has a definite quality story to tell but it wants its prospective customers to test its claims themselves. This they are invited to do by tasting the milk. In other words, the product itself is being featured rather than the institution back of it. Inasmuch as people buy milk to drink, it is logical, so it was reasoned, to as-

sume that they are primarily interested in the quality and taste of this product.

The reasons why are presented

Try, just one day, the MILK with

Quality you can taste!

Only a few minutes—

When the Adohr milk is first poured, it is so rich and creamy that you can taste the quality you can taste! It is so rich and creamy that you can taste the quality you can taste!

—These 15 differences in milk. Adohr's prime gives it. And you can TASTE it.

Just one day's experience will show the greater value Adohr gives to milk.

Be sure you taste the quality. You know that Adohr means a full share of pleasure to the lady who buys. So, for all, you know your family will like it better.

PROVED BY TESTS

Scientific tests prove the fine quality you taste in Adohr. The value with the scientific Adohr's record of 15 first awards for richness, purity and flavor. You know any other brand was every Pasteurized and Certified Milk Contest conducted by the City of Los Angeles Health Department for two entire years—tests in which you can taste the quality.

MADE YOUR OWN TASTE TEST

You enjoy quality you can taste in all Adohr dairy products. You can taste no more than other brands delivered to your door.

Sendphone now and say Adohr for one day. Try the yourself the "Quality you can taste!"

ADOH MILK CO. 11¢
ADOH MILK CO. 20¢



ADOH

Ask your neighbor

An Adohr newspaper advertisement asking consumers to make the quality test

but, in each instance, "Quality you can taste!" is the featured argument.

For further evidence, prospects are advised to listen to the Adohr representative who will call. These sales representatives are placing their main sales stress on the argument, "Try it just one day."

An important part of the campaign is a booklet giving six reasons for Adohr's supremacy. It is a picture booklet produced in a novel manner and written from a woman's viewpoint. Each page carries a number and the six numbers are all visible on the cover through holes that pierce the pages of the booklet.

Advertising Agency—1933

Day-by-Day Highlights in a Service that cannot be Standardized

No Novelty Now

FOUR years ago, people were still thinking of Cellophane as the curious material that "you can see through." Today, Cellophane is widely regarded as one of the great safeguards of the age—because of the many ways it protects the quality of the products inside, and the health of the people who use them. To a large part of the shopping public, a Cellophane wrapping is now regarded as prime evidence of quality.

To hasten this radical development of public thought has been the func-



tion of Cellophane advertising. Du Pont believes that the advertising has done a good job.

Tune In

HE left college with a yen for musical and dramatic production. Since then, he has been a bandmaster, has toured Europe with a featured jazz orchestra. He was music critic for "Musical



America." At one time he was an illustrator of animated cartoons, a cartoonist, an actor, a director of dramatic productions. He has written a play, and a book on radio writing. He has become quite a showman. He has literally grown up with radio; his ten years of building what have consistently been among the outstanding programs on the air have taught him much. He can produce a radio extravaganza including a fifty-piece orchestra and twelve featured artists, or a singing trio... with equal ease. He has on an average of seventy programs a week on the air over more than five hundred stations.

No such man exists—but his experience does, and you'll find it all in BBDO's Radio Department.

BATTEN, BARTON, DURSTINE & OSBORN
INCORPORATED
ADVERTISING.

383 Madison Avenue, New York

CHICAGO: McCormick Building * BOSTON: 10 State Street * BUFFALO: Rand Building
PITTSBURGH: Grant Building * MINNEAPOLIS: Northwestern Bank Building



We are now
occupying the 23rd
floor of the
Pershing Square Building
100 East 42nd Street
(CORNER OF PARK AVENUE)

*Our new
telephone number is
Caledonia 5-1900*

WILLIAM ESTYAN
INCORPORATED

AD



WILLIAM ESTY, President
JULIAN U. CARGILL, Vice-President
DONALD T. CARLISLE, Vice-President
P. WESLEY COMBS, Vice-President in Charge of Marketing
JAMES S. YATES, Vice-President and Art Director

COPY

GERALD H. CARSON
MONICA B. O'SHEA
KENNON JEWETT
THELMA WALKER

MEDIA

E. H. CUMMINGS, Secretary, Newspaper and Outdoor Space Buyer
JOHN C. ESTY, Magazine and Radio Space Buyer
ROBERT B. WHITE, Trade and Technical Space Buyer

PRODUCTION

L. M. BROWNELL, Jr., Production Manager
J. J. FLANAGAN, Jr., Traffic Manager

TY AND COMPANY
RATE ADVERTISING

THE SAN FRANCISCO EXAMINER IS NORTHERN CALIFORNIA'S NEWSPAPER

San Francisco is the hub—the banking, jobbing, distributing and cultural center of Northern California. Nearly two-thirds of those San Franciscans who read English newspapers buy the Examiner every day, and throughout Northern California this newspaper has been a part of the daily home life of many thousands of community leaders for nearly two generations.

Northern Californians (exclusive of San Francisco) drive 82% of the automobiles—buy three-fourths of the groceries—and account for a like percentage of all advertised goods. Their good-will is all important to any advertiser.

Northern Californians think and speak of San Francisco as the "City" and of the Examiner as *their* newspaper. For instance—in Merced—a prosperous valley town 123 miles from San Francisco—the Examiner is regarded as "the" newspaper. More than one-third of Merced's families read the Examiner daily.

The Examiner's influence in Merced is typical of its influence throughout all of Northern California.

This newspaper should be the foundation of any advertising campaign in Northern California.

HOW WELL DO YOU KNOW THE COAST

SAN FRANCISCO EXAMINER

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

The Most Interesting Advertising Job I Ever Did

By Courtland N. Smith

Partner, Richardson, Alley & Richards Co.

IT took an old scrapbook, well, a fairly old scrapbook, to remind me of the most fun I ever got out of doing an advertising job.

Turning over the pages I ran across a piece of advertising copy that was written shortly after I was graduated from college and during the first week of my first advertising agency job. It was a circular letter written for a little old lady who didn't know much more about running a tea room business than I knew about writing professional advertising copy.

I didn't ask any money for it but what I got in return has been worth more than money could have bought.

I had dropped into her tea room on pure chance, possibly because there was a look about the place that promised good food at a price within the means of a budding copy writer. The food proved to be so amazingly good that I was soon wondering why there were no other customers. And then I began to steal furtive glances at her as she sat a little bent over at her cashier's table near the door, asking myself what rotten break of luck had forced her into earning a living at her time of life. It was all too obvious that this was her first business venture and that the business wasn't doing so well.

On my way out I told her that as simple a form of advertising as a circular letter to business people in the neighborhood telling them how good her food was ought to pull in some customers. Her eagerness was almost pathetic. Would I show her how to write such a letter? Did typing letters cost very much? How did a person go about getting a list of names?

After she had explained the source of the wonderful lemon meringue pie which topped off my lunch I saw the letter as good as written. Only one promise did I



demand. I'd write the letter that night and get a mailing list of the advertising and publishing companies in the neighborhood if she would see to it that at least one large, deep ash receiver was on every table. That almost floored her but she promised.

Here's the letter exactly as I've copied it from the old scrapbook:

"Dear Mr. . . .

"To the average man 'tea room' calls up a picture of a flutter of dear old ladies in black and—worse still—teeny, weeny little portions of food so small that they are almost an insult to a real live man.

"We've been doing a little thinking of our own about what a man likes. So, we've added another room, a Man's Room, a room where a man can drop in with his business friends and 'talk it over' quietly, with a generous-sized ash receiver within easy flecking distance.

"(Yes—you may even bring your favorite briar if you like.)

"You won't find anything pretentious here. We'll leave that to the big, noisy restaurants. But you will find about as good tasting food as intelligence can plan and our Florida Mammy can cook.

"Some of the men from the publishing houses and advertising agencies who drop in here say that

her pie crust is as light as a snow-flake and almost as melting.

"As to 'man's size' portions, when each order is given to Mammy in the kitchen she always asks, 'Is it for a Gem'men or a Missus?'"

"The 'Gem'men' aren't slighted while Mammy is around.

Yours very truly,

Gertrude. . . .

— West —th St."

A few days later after the letter went out I dropped in again. Every table was now full although I must confess in the interest of truth that the room wasn't large. She came running toward me, waving a letter which she said had arrived the day before and perhaps I knew the writer. Again the old scrap-book comes in handy.

"Miss Gertrude —

"My dear Miss —

"Permit a professional advertising man to congratulate you upon successfully invading his field. Your letter is the best advertisement of an eating place I have ever seen and one of the best advertisements of anything I have ever seen.

"As an immediate result I passed it around my office and you have already gained two customers. You will probably get more.

Yours very truly,
Earnest Elmo Calkins."

Mr. Calkins will learn for the first time of my deception as he reads this little confession in the pages of PRINTERS' INK. I think he will forgive me.

Meat Needs Advertising

Need for a national advertising plan in behalf of meats was suggested by Professor James Lacey, of the University of Wisconsin College of Agriculture, at a meeting of meat and food dealers at Janesville, Wis. He gave figures showing that the sales of various food products are almost in direct relation to their advertising expenditures. While the population of the United States has doubled in the last fifty years, the demand for meat has remained only at the same level, and recently has shown a tendency to decline. Food products, he said, are the most widely advertised of any commodity, but the advertising has been confined largely to prepared and package food. Meat and other unprepared products have been advertised but little.

Seattle Club Elects

The Advertising Club of Seattle has elected the following new directors: Miss Muriel Crothers, advertising manager, Seattle Gas Company; Chester F. Womer, directory manager, Pacific Telephone & Telegraph Company, and Henry A. Henricks, vice-president, National Bank of Commerce.

Joins Zinn & Meyer

Frederick Victor, Jr., recently advertising manager of the Red Bank, N. J. Standard and formerly with the Millsco Agency, New York, has joined Zinn & Meyer, Inc., New York advertising agency.

Trane Appoints Mannion

Jerry Mannion, former sales manager of the Chicago Pump Company, has been appointed manager of air conditioning sales in the Chicago area for the Trane Company, LaCrosse, Wis.

Judge Says Go Get Business

Judge Frank Smith, who is also president of the Penn Athletic Club, Philadelphia, declares business is to be had if the right kind of selling job is put over. His basis for this statement is the fact that the club has gained 535 new members.

"The fact," Judge Smith stated, "that we were able to pile up such a phenomenal number of new members in times like this would seem to indicate surely that business men can achieve equally as good results with the same consistent and intelligent effort. We all know of discouraged business men who have ceased to advertise their products or service and who have greatly relaxed their promotional and selling efforts because of the so-called depression.

"We sincerely hope that the great victory attained by this volunteer army of members may be an inspiration to them to resume that activity (advertising) without which it is impossible to expect good business. Advertising, planning, merchandising and selling will bring results today just as they always have."

New Accounts to Reese

Sally Gowns, imports and ready-to-wear, and Yvonne Ganne, millinery, both of New York, have appointed Thomas H. Reese & Company, Inc., of that city, to direct their advertising accounts. Class magazines and direct mail will be used.

Start New Business

Walter Frisch and Lewis Kleid, until recently with the Harry Latz Service Organization, have organized The Reliance Graphic Corporation, 15 East 40th Street, New York, producer of direct-mail.

The Small Town Can't Come Back —It Never Went Away

Still Is an Important Factor in Farm Trading Because It Has Met
Shifting Trends of Modern Life

IN 1910, the rural population of the United States outside of villages reached a peak from which it declined regularly until the recent back-to-the-farm movement which has been one of the phenomena of depression conditions. Today, according to "Rural Social Trends," by Edmund de S. Brunner and J. H. Kolb (McGraw-Hill Book Company, Inc.) the movement has so far reversed itself that farm population is back to its 1910 peak. This book is based on information gathered under the auspices of the Hoover Research Committee on Social Trends.

The authors' findings go almost directly counter to some of the fondly held beliefs of amateur farm economists. They give a new picture of the importance of the farm market and of how and why farmers are buying. The belief held by many people that the village merchant has definitely succumbed to city stores, mail-order houses and chain stores is based on anything but facts.

For instance the statistics show that the number of stores in village communities has been steadily increasing since 1910 with the increase between 1920 and 1930 more rapid than in the previous decade. In 1930 the total number of commercial enterprises for the average village was 56.2.

Along with this increased number of stores has come increased specialization. In other words, the old-fashioned general store is going out of business to be replaced by a modern, up-to-date department store and a number of specialized shops.

Among these specialized stores are, of course, a number of chain-store units. For instance in one particular section investigated in 1930 there were double the number of chain stores as compared to the number in the same community in 1924.

In spite of this fact local enterprises have increased despite the chains. In addition the merchants of a large number of villages have joined together in independent co-operatives or voluntary chains.

The automobile has, of course, had a tremendous influence on changing the merchandising conditions in rural communities. Trading areas have been enlarged as the farmer has been given greatly increased mobility.

The authors point out, however, that this has not meant the elimination of the small town as a trading center with more and more farmers attracted to cities. For certain types of merchandise, to be sure, the farmers are shopping in cities but these types are comparatively few and the great bulk of the farmer's buying is still being done in his local communities.

The Change as a Country Editor Sees It

In this connection it is worth while to quote a country editor interviewed by the authors: "When the automobile brought us into competition with the outside world, the town was dazed. Then stores modernized and prices were reduced. A couple of the inefficient places gave up. There was one consolidation. Now we are served by the optimum number of agencies and are holding our own against all comers."

There in a few sentences is a graphic summary of what has really taken place in villages.

Greater specialization, modern stores, a freshening of stocks, better merchandising methods; all of these have contributed to helping the village hold its own and keeping farm trade concentrated in rural areas. Here is the way the authors summarize the situation:

"The farmer may no longer trade at a single center. Instead he may patronize two or three vil-

lages or towns. But he is tending more and more to some village or town for each of his major interests.

"The automobile has made the factor of distance of less importance than it was. The economic importance of a trade center is to be measured more by the volume of business it does than by the area it serves but in the process, rural trade, that is country and village alike, has risen to levels sufficient to increase the number of stores between 1920 and 1930.

"There are a number of evidences that the village is not going to surrender its place in the rural sun without a struggle. Business men are alert to the problem and

are considering it individually and collectively; data on sales gathered by the 1930 census of distribution show that an appreciable minority of villages are enjoying a phenomenal amount of trade from their rural hinterlands."

It is impossible in a short space to review the authors' comments on changing social life in villages and upon the new relations between the farm and the village itself.

This is a book which deserves the thorough study of any manufacturer who wants to sell outside of the great city. It may puncture some of his most firmly held beliefs but in the long run it will have a salutary effect on his advertising and merchandising plans.

S. B. Colgate, President, Colgate-Palmolive-Peet

S. Bayard Colgate, member of the executive committee of the Colgate-Palmolive-Peet Company, Chicago, has been elected president. Charles S. Pearce, whom he succeeds, has been elected chairman of the board of directors. A. W. Peet, former chairman, has been made honorary chairman.

E. Little, who has been in charge of all Colgate-Palmolive-Peet foreign business, has been elected vice-president in charge of sales and advertising.

Vice-presidents re-elected are: N. W. Walton, executive vice-president; C. S. Dewey, in charge of finance and R. B. Colgate, in charge of research.

Pledges Support to Roosevelt

The board of directors of the Poor Richard Club, Philadelphia, at its monthly meeting, adopted a resolution pledging its support and "non-partisan co-operation" to President Roosevelt in his efforts to restore normalcy in business. The resolution, which paid tribute to his "aggressive courage and constructive action" was later unanimously approved by the membership at a luncheon meeting.

New Account to Clarke

The Thomas Devlin Manufacturing Company, Inc., Burlington, N. J., pipe, nipples and gas meter fittings and castings, has appointed the E. A. Clarke Company, Philadelphia, to direct its advertising. Business papers and direct mail will be used.

Names Mitchell-Ruddell- Rudden

The Chillicothe, Mo., *Constitution-Tribune* has appointed Mitchell-Ruddell-Rudden, Inc., as its national advertising representative, effective April 1.

Likes Our "Fly Speck" Policy

BIRMINGHAM TRUST & SAVINGS COMPANY
BIRMINGHAM, ALA.

Editor of PRINTERS' INK:

I have read, with a smile and a dash of pity, the irate letters of "The Turning Worm" and "Nathan Collie," which you printed on page 19 of the February 23 issue.

Queer how these public ticks always refrain from signing their rightful names.

Please let me congratulate you on your policy of eradicating "Fly Specks on the Budget," and to commend you heartily for your attempt to annihilate these useless, silly expenditures of Government money.

J. MARTIN SMITH, JR.,
Manager, Advertising Department.

Stewart-Warner to Market New Products

The Stewart-Warner Corporation, Chicago, has developed a low-price moving picture camera to be placed on the market in the near future. It will be pocket-size. A low-price projector will be introduced simultaneously. The corporation will also place on the market shortly an electric refrigerator of its own design but not manufactured by it.

New Seattle Business

The Rapid Service Engraving Company has been organized in Seattle by Webster R. Harrison, formerly president of the Seattle Engraving Company, and Tom Ditty.

Joins Allied Group

Sidney Garfinkel, Advertising, San Francisco, has become a member of the Allied Service Agencies, a co-operative organization.

and
ered
tion
rity
om-
their

oace
s on
and
the

rves
anu-
side
ture
be-
will
ad-
ians.

FANY

dash
urn-
which
ruary

ways
ames.
a on
pecks
you
hilate
Gov-

ent.

ket

Chi-
oving
mar-
ocket-
pe in-
rpora-
hortly
design

Com-
le by
sident
, and

San
of the
erative

Mar.

T

S

De

Av

Sh

Ho

An

Re

Bo

W

Ag

Tr

Ed

Sh

Ed

Fu

Ch

Bu

Off

Fin

Ma

Ca

Ha

Mi

Cl

-

v

w

L

Will

New

Bldg

The Score in Los Angeles

For January and February 1933

SIGNIFICANT CLASSIFICATIONS

Department Stores	Los Angeles Times . .	FIRST!
Automotive—Aeronautics	Los Angeles Times . .	FIRST!
Shoes and Sundries	Los Angeles Times . .	FIRST!
Hotels—Resorts	Los Angeles Times . .	FIRST!
Amusements—Theatres	Los Angeles Times . .	FIRST!
Real Estate—Promotion	Los Angeles Times . .	FIRST!
Books—Publishers	Los Angeles Times . .	FIRST!
Women's Clothing	Los Angeles Times . .	FIRST!
Agricultural	Los Angeles Times . .	FIRST!
Transportation	Los Angeles Times . .	FIRST!
Electric Appliances	Los Angeles Times . .	FIRST!
Shipping—Storage	Los Angeles Times . .	FIRST!
Educational	Los Angeles Times . .	FIRST!
Furniture	Los Angeles Times . .	FIRST!
Churches—Lectures	Los Angeles Times . .	FIRST!
Building—Contractors	Los Angeles Times . .	FIRST!
Office Equipment	Los Angeles Times . .	FIRST!
Financial	Los Angeles Times . .	FIRST!
Machinery	Los Angeles Times . .	FIRST!
Cafés—Restaurants	Los Angeles Times . .	FIRST!
Hardware—Heating	Los Angeles Times . .	FIRST!
Miscellaneous	Los Angeles Times . .	FIRST!
Classified	Los Angeles Times . .	FIRST!

—Evidence of overwhelming preference by all classes of advertisers—whether big or little, whether they speak to men or women, whether their products are used in city or country.

Los Angeles Times

Williams, Lawrence & Creamer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Calif.

To The Executive Whose Signature Reques



H d

NOW that "Fear" has been brought right out in the open, there is a new thrill of interest for those who have kept their heads out of the sand.

The inspiring example of executive decision and courageous action from the Nation's Capital is an immediate challenge to executives of business and industry.

A first point of attack is the individual merchandising center or unit. (1) One section may have a record of strong resistance to a declining sales trend. (2) Another section may show a falling off due to competitive activities. (3) In any section a drop in sales may result from advertising which fails to reach directly or adequately those who have the money to buy. Such conditions now call for executive decision and action.

STREET RAILROADVE

220 West 42d, New

Toda
medi
units
cent
toget

You
you
throu
invest
you
their
them

Right
Earne
you
every
mediu

Required On Advertising Contracts

(No. 12 of a Series)

Eds Up!

Today, car advertising holds a unique place among media: It is composed of individual merchandising units; each independent in itself, each a natural center of population, each a link in a chain welding together the buying power of the Nation.

You can put your finger on any unit and know that you can there reach the Earner families of that unit through car advertising. It requires no survey or investigation to prove this. With your own eyes, you can see the vast army of Earners every day, on their way to and from the very jobs which gain for them the power to buy your product.

Right now, advertising which does not reach the Earners, is advertising wasted. In the street cars, you can reach *Today's Exclusive Buying Audience* every day at a lower cost than in any other one medium or combination of mediums.

W. S. B.

LDVERTISING CO.

st 42d, New York

... but they're still buying cars in Detroit . .

Detroit is made of stern stuff. Always it has faced the East. Detroiters have learned to keep their chins up . . . unafraid. And no more intimate picture of Detroit could be presented at this time than to take note of the fact that

***Between February 14
and March 14 Detroiters
bought one million,
two hundred and sixty-
three thousand dollars
worth of automobiles.***

Real markets are compounded of courage, coin and character. Detroit has these three . . . is utilizing them. This page from today's buying record is proof.

And through The Free Press advertisers are assured of reaching two thirds of all the homes in the market that absorb four fifths of all the merchandise sold.

The Detroit Free Press

It's

If

Th

Editor

My
article
"The
I h
yours
article
what
could
lication
Th
a larg
is int
I bel
put c

IN

ch
Mr.
effor
"a la
tions
unfo
was
indee
it al
creat
main
does
corp
rious
vesti
large

As

Corp
of v
Mr.
as J
poin
has
men
hold
cont
indi
have

It
vice
this
rect
Thi
the
mar
thei
tere

It's Better to Tell the Truth About Corporations

If Stockholders Are Disenfranchised or Anything Else Is Wrong,
Publicity Will Be Better in Long Run

THE AMERICAN ROLLING MILL CO.
MIDDLETOWN, OHIO

Editor of *PRINTERS' INK*:

My attention has just been called to an article in your March 9 issue entitled, "The Disenfranchised Stockholder."

I have no doubt a publication like yours has to be quite liberal in accepting articles presented. I was, however, somewhat surprised that an article like this could appear in your constructive publication.

That any such condition exists within a large majority of our corporations as is intimated or charged in this article is, I believe, untrue. Articles of this kind put out at this time simply tend to

further distract our people, to decrease their confidence in our institutions instead of increasing them, and are altogether harmful.

There are undoubtedly many reforms needed in business of all kinds. We have had some very outstanding examples of men in high places who have betrayed their trust, but they are "the exception" and not the rule. The business of this nation could never have reached the proportions that it has if such were the case.

I simply submit this for your consideration.

GEORGE M. VERITY,
Chairman.

IN the article, "The Disenfranchised Stockholder," to which Mr. Verity refers there was no effort to imply that shareholders in "a large majority" of our corporations are disenfranchised. It is unfortunate if such an impression was gained. *PRINTERS' INK* would indeed be remiss and misleading if it allowed such a thought to be created in its pages. The fact remains, however, that the condition does exist in enough important corporations to make it one of serious concern not only to the investing public but to the public at large.

As the authors of "The Modern Corporation and Private Property," of which the article mentioned by Mr. Verity was a review, as well as Justice Brandeis and others have pointed out, legally the corporation has been tending toward management control rather than stockholder control. That management control may lead to abuses has been indicated plentifully by cases that have found their way to the courts.

It is our belief that it is a service to our readers to point out this danger that it may be corrected where correction is needed. This belief in no way reflects on the great number of high-minded management officials who conduct their corporations for the best interests of stockholders and public.

We are in hearty agreement with Mr. Verity that the examples of "men in high places who have betrayed their trusts" are the exception and not the rule. We believe, however, that there are enough of these "exceptions" to make a serious consideration of the whole corporate structure wise, indeed, necessitous.

We must take sharp issue with Mr. Verity, however, in his suggestion that articles pointing out festering sores in our business and public life are harmful and decrease public confidence in our institutions. It is not the articles that decrease public confidence. The actions of the men who betray their trust do this.

It has been charged in high places that the Congressional investigation of the National City Bank, which caused Mr. Mitchell and others so many uncomfortable moments, was destructive of public confidence.

We believe that such cases eventually strengthen public confidence and work for the public welfare. The result of the Congressional investigation into the affairs of the National City Bank made it that much easier to initiate banking reforms that will be of widespread significance. The action of the Government in not allowing unsound banks to open will

strengthen our banking structure immeasurably.

After all, betrayal of trust in high places is seldom concealed from the public in the long run. Even could it be concealed, such concealment would not be for the public benefit.

If public exposure had been made sooner of the Teapot Dome scandal, the Kreuger defalcations, the Insull matter, the Bank of the United States and Harriman Bank affairs, the secret payment of enormous bonuses to insiders out of earnings belonging to "disenfranchised stockholders," the stealing by elected officers of municipalities, the laxness of Congress in permitting enormous wastes of taxpayer

money—millions would have been saved. Certain people knew of these conditions and tried to hush them up with the result that when the crash came it shook public confidence tremendously.

Therefore, we believe firmly that any articles that attempt to forestall further extension of corporate abuses, far from shaking public confidence, are of real public service. Better to lay conditions as they are before the people today than to let them suffer the far greater disillusionment when the badness of these conditions is allowed to intensify to a point where they become the subject of sectional or national condemnation.—[Ed. PRINTERS' INK.]

"United States Daily" Resumes as Weekly

Publication of *The United States Daily*, which was suspended on March 6, has been resumed as a weekly. At the time of suspension hope was expressed that publication could be resumed at an early date.

Telegrams and letters urging resumption, the publishers report, provided "a convincing demonstration of the demand for a newspaper devoted entirely to Government information. Pledges of support came from public-spirited citizens who felt that the record of Government activity should go on without interruption."

It has been decided to publish a composite issue once a week, giving the news of every six days of Government action.

Now Ambassador Daniels

Josephus Daniels, editor and publisher of the Raleigh, N. C., *News and Observer*, whom President Roosevelt has appointed Ambassador to Mexico, took his oath of office at Raleigh last week. During the Wilson administration, Mr. Daniels was Secretary of the Navy and President Roosevelt was Assistant Secretary.

Appoints W. H. Griffiths

William H. Griffiths, formerly advertising manager of the Administrative and Research Corporation, has joined Lord, Abbett & Company, Inc., New York, sponsor of American Business Shares, in a similar capacity.

Adds Two Accounts

The DeWan Laboratories, and Tatton, Inc., lipsticks, both of Chicago, have appointed Phelps-Engel-Phelps, Inc., Chicago advertising agency, to handle their advertising accounts.

Advertising Makes an "Impossible"

OUTDOOR ADVERTISING INCORPORATED
NEW YORK

Editor of PRINTERS' INK:

I called William H. Rankin to congratulate him on his story in *PRINTERS' INK* on "The Most Interesting Advertising Job I Ever Did."

The occasion had a good deal of the dramatic in it.

When Bill Rankin flashed Bob Rinehart's copy suggestion with a plan for using it, the clouds broke. Only a moment before, it looked as if advertising had been handed too big a job.

Everybody checked instantly and emphatically on the Rinehart copy. It was snapped into production and advertising made another "impossible" in both time and totals.

For the sake of advertising history, I am glad to see this advertising story told and preserved in *PRINTERS' INK*.

JAMES O'SHAUGHNESSY.

Grigsby-Grunow Advances LeRoi J. Williams

LeRoi J. Williams has been appointed a director, executive vice-president and general manager of the Grigsby-Grunow Company, Chicago, Majestic radios and refrigerators. Mr. Williams has been with the company since 1929 as assistant to B. J. Grigsby, president.

Beerend Joins Agency

Robert Beerend has joined Reincke-Ellis-Younggreen & Finn, Chicago advertising agency, as vice-president in charge of radio. He was recently with the Columbia Broadcasting System and, formerly, was for six years in charge of the radio department of the United States Advertising Corporation.

Time Is Ripe for Trading Up, Believes Clinton Carpet

New Campaign Based on Improved Product with Added Power Given to Quality Appeal

TEN years ago the Clinton Carpet Company introduced the first standardized rug cushion—known as Ozite—and began creating a market for it.

Some thirty-five or forty competitive products have appeared since then, most of them retailing at a considerably lower price. Ozite, however, has been consistently advertised and merchandised as a quality item.

The downward adjustments in price have been made in recent years in accordance with reduced production expense, but the product has continued at approximately the same price relation to competing merchandise.

This month the company has moved to inject new strength into its quality appeal in two ways. First, substantially increased value has been put into the product, which is now 28 per cent heavier and softer than before and sells at the same price. Second, a new buying standard for rug cushions has been set up which emphasizes weight per square yard, rather than thickness, the previous accepted trade standard.

These ideas are being carried to the consumer and distributor through an advertising campaign now running in a list of sixteen national magazines and fifteen business publications reaching the hotel and dealer fields.

"We are acting on the conviction that the time is here for trading up in merchandise, that value is becoming more important than price in the minds of both consumers and retailers," says R. A. Phelps, advertising manager of Clinton Carpet.

"There is an established trend toward quality; people are fed up on the price appeal and on price merchandise. Retailers are coming to realize that trading up is just about essential to the continu-

BUY BY WEIGHT!

BUY BY WEIGHT!

BUY BY WEIGHT!

TRADE UP WITH

Ozite

RUG CUSHION

28% HEAVIER & SOFTER

NEW IMPROVED

Ozite is a registered trademark of Clinton Carpet Company, Inc., New York, N.Y.

One of Ozite's business-paper advertisements emphasizing a new buying standard

ance of their businesses. They want to trade up, although in many cases they don't know where to begin.

"In the ten years that Ozite has been on the market, there had been no major change in the construction of the product. The new Ozite and the merchandising program behind it are designed to make more dramatic and final the argument that our product is the best of its kind and well worth the difference in price."

The purpose of listing its rug cushions by weight, instead of

thickness, also relates to the question of quality. It is possible for two rug cushions of the same thickness to be quite materially different in the amount of material contained per square yard. The advantage of using the new measuring stick both in buying and selling rug cushions is strongly urged upon dealers in both business-paper and direct-mail advertising. Also featured, of

course, is the part the new Ozite may advantageously play in a trading-up program.

The consumer advertising places first emphasis upon the rug cushion idea, stressing the economy, in terms of longer life per rug, to be attained by the use of Ozite cushions. The improvement in the product is, of course, also prominently featured.

Pineapple Advertising

OFFICIALS of the Pineapple Producers Co-operative Association, Ltd., point to the shipment of a solid trainload of canned pineapple as evidence that judicious expenditures for advertising are necessary if latent markets are to be stimulated. Thirty cars make up the train which carries one million cans, representing a two-day supply of pineapple for the country.

The association looks upon this

shipment as a testimonial to the success of its aggressive sales tactics and an evidence of increased nation-wide demand created by its million-dollar advertising campaign behind its product.

The campaign is now in its second phase. More than 100 newspapers and a group of magazines are being used to feature newly discovered nutritive values in canned pineapple.

New Credit Policy for G-E

Confident of the future, the General Electric Company has modified its credit policy. The new policy covers time purchases of G-E oil furnace and air conditioning equipment.

On purchases made after March 20, only a small down payment will be required, the monthly instalment payments not starting until fall.

"People who want to improve their homes should be helped to do so right away while labor and material costs are low," states J. J. Donovan, manager of the air conditioning department. "Nothing will help employment and business generally like an upturn in home building and modernization."

H. L. Hardin with Publicity Typographic Service

Hanford L. Hardin, originator of the Hardin Fixed Cost System for typography, has become associated with the Publicity Typographic Service, New York, which is installing the new system.

Joins New York "Post"

Alan A. Wells has joined the local advertising staff of the New York *Evening Post*. He was formerly sales and advertising director of the Kresge Department Store, Newark, N. J., and, at one time, was advertising manager of R. H. Macy & Company.

Socony Appoints Powell

F. E. Powell, Jr., has resigned as sales manager of the Gilbert & Barker Oil Burner Company, a division of Stanco, Inc., and is succeeded in this position by J. C. Hatch. Mr. Powell is now with the New York office of the Socony-Vacuum Corporation, preparatory to leaving for its London office, where he will make his headquarters.

Join Acme Photo

J. R. Pigott, Jr., formerly with the National Process Company, and T. H. Reid, formerly with the John S. Swift Company, have joined the Acme Photo Offset Corporation, New York. Mr. Pigott will be vice-president and general manager and Mr. Reid, secretary and sales manager.

Heads Buffalo Sales Managers

Edward M. Miller, resident manager of the Benjamin Baker Company, has been elected president of the newly organized Sales Managers Club of Buffalo, N. Y. Claude O. Snyder, of the Buffalo *News*, is secretary.

Changes on Vancouver "News"

Henry B. Thomson has been appointed managing director of the Vancouver, B. C., *News*. R. Rowe Holland, who with Mr. Thomson has acquired an interest in the paper, has been elected to the directorate.

ONE of the nationally prominent manufacturers of food products in planning for the spring advertising campaign has scheduled exclusively in the Washington (D. C.) *Star* copy approximating ten times the lineage for each insertion of that to be given to any other newspaper in the country.

This is a tribute to a careful appraisal of the outstanding possibilities of the Washington Market. And, of course, when advertising is to be done in Washington, *The Star* automatically commands preference, because it not only covers the market completely, but productively.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

The Washington Market and The Star should be included in every aggressive advertising campaign during 1933.

Member Metropolitan Sunday Newspapers.



Bobbin Makers Advertise Against Cheap Foreign Goods

Low First Cost Proves Expensive in the End, Theme of the Copy

TO stress the false economy in the use of cheap, foreign-made products, fifteen manufacturers of weaving spools have started an advertising campaign addressed to the textile field. The advertisements carry the names of the co-operating companies, most of them members of the Bobbin Manufacturers Association of America.

These manufacturers make a machined, vulcanized fibre-head spool that can be used again and again several hundred times; while the cheaper spools are made of a soft moulded fibre whose life is only four or five times. The spools are sold to throwsters who wind the yarn on the spools and then ship them to weavers. Unless the weavers return the spools to the throwsters, the cost of the spools becomes a big item.

This advertising effort by the bobbin manufacturers, therefore, really has to get its story over to their customers' customers. The throwsters, faced with a high cost for spools unless some system of return is devised, will in some cases incline to the use of the cheap foreign spool unless the weavers specifically demand the higher grade product. As for the weavers, this advertising has a job of showing them the losses that occur through the uneven tension, frequent stopping of their machinery for piecing and other bad effects that result from the cheaper spools.

The function of the campaign, therefore, is really expository and for this reason an editorial style of treatment has been given to the advertisements. Four publications are being used in the textile field

and from each it has been requested that these advertisements be set up, as far as layout and appearance are concerned, in the general style of the editorial contents of the publication.

The opening advertisement in the campaign was a spread addressed "To the Weavers of America." This took advantage of the present interest in the "Buy American" movement by stressing the importance of buying American-made spools. The patriotic appeal, however, is followed closely by copy showing that American-made spools should be bought because in the long run they are the more economical even though higher priced.

A second advertisement in the series, which will appear once a month, is headed, "Cheap But Expensive." It makes a suggestion regarding the returned spool problem:

May we offer a suggestion? The throwster has a large investment in spools which of course is a part of his cost of doing business. If you return empty spools promptly to him it keeps down his investment and he will show his appreciation by packaging your yarn on the best spool for your creels. Naturally, if spools are not returned promptly or never returned, he is inclined to keep his spool cost down by using cheap spools.

If his spools were returned 100 per cent and returned promptly, he would use the best. It would pay him to, because the cheap spools can be used only four or five times, while a vulcanized fibre-head spool can be used one hundred, two hundred or more times and still give you perfect yarn take-off. You can see that it is to your advantage to return all spools as soon as empty.

Present plans call for the continuance of the campaign for a period of a year.

Allison with "Laundry Age"

R. G. Allison, for ten years assistant business manager of electrical and radio publications of the McGraw-Hill Publishing Company, including *Electrical Merchandising*, *Radio Retailing* and *Electronics*, has joined the staff of *Laundry Age*.

Advanced by Hanff-Metzger

Fred M. Jordan has been elected vice-president in charge of the Los Angeles office of Hanff-Metzger of California, Ltd., advertising agency. He will have charge of operations on the Pacific Coast, succeeding Carl M. Heintz, resigned.

Here's How Times Have
Changed in PITTSBURGH

59 ^{$\frac{2}{10}\%$}
of all » » »

CLOTHING STORE ADVERTISING

Published in Pittsburgh Evening
Newspapers during February,
1933 appeared in the

EVENING SUN-TELEGRAPH

The Sun-Telegraph GAINED
21% over its position in the
field as of February, 1932,
same classifications.

Figures by Media Records, Incorporated

THE PITTSBURGH
SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

Frigidaire's \$2,000,000 Campaign

Advertising, Which Starts This Week, Based on Four Major Talking Points

An Interview with

H. W. Newell

Vice-President in Charge of Sales, Frigidaire Corporation

"BUSINESS is in an era of changed conditions. There are new markets geared to meet new standards of income. This has given rise to new competitive situations which require new selling methods.

"The manufacturer who does not recognize these changed conditions and who fails to revamp his policies to cope with them is going to be left behind. The present is a rare opportunity to look facts square in the face, analyze them keenly and correctly and get in tune with the new conditions."

This statement by H. W. Newell, vice-president in charge of sales of the Frigidaire Corporation, was made during an interview which took up the details of Frigidaire's spring campaign which gets under way this week.

The company has spent a year developing its program. Announcements to the company's salesmen urge them to forget the past, to think of themselves as having a new job with a new company, which is out to pioneer for new business.

"We recognized the fact," said Mr. Newell, "last year that the price element would be an important factor so in March of that year we put out a line of refrigerators that would sell at \$130 minimum. We frankly thought that that price level would be low enough. We thought it would compete with the cheaper models of competition.

"In July we realized that our lowest price was not low enough in order to take care of the little fellows who were chiseling through so we made definite plans to meet the situation. This led not only to a revision of selling plans but production plans as well.

"We arbitrarily reduced the price of our \$130 model to \$112

knowing that we were going to bring out a new line. We had made up our minds that there was not only a need for a model of low purchase price but a model that would feature economical operation.

"Instead of following the practice of skinning down the price of present models, we determined to start anew from the bottom up. Instead of the sales department whittling away, the production department was instructed to build an entirely new line, one that would permit us to sell a product at a \$96 minimum for the smaller size. It embraced entirely new developments and operates on a new refrigerating principle.

A Super-Series for the High-Price Market

"The lower price models constitute our Standard line. In addition, we have a super-series of Frigidaires, a refinement of our heretofore regular line so that we are equipped to go aggressively after the low-priced market and, in addition, have a line which will appeal to those who wish to spend more money for additional conveniences, such as automatic defrosting, automatic tray release and other features of convenience."

Prices on the super-series also have been reduced to sell at \$151 minimum and for larger sizes the price goes to \$396. Where policy, last year, called for a bigger margin of profit on the larger models, this year they have been brought down to permit a profit margin that is more comparable, relatively, to the profit margin obtained from the smaller models. By this move the company hopes to encourage volume sales of the larger models.

Lower units in sales price naturally cut into the income of sales-

You can be sure they're



Summer Traffic on 42nd Street, N.Y.

SUMMER BUYERS

If you were sure every cent of your summer advertising dollar reached active cash buyers . . . concentrating on women buyers in the 1268 profitable markets where you are putting your best sales effort . . . wouldn't you consider that medium a "sound buy"?

Tower Magazines' 100% cash, voluntary circulation is an up-to-date check of active buyers and buying ability. No long term subscriptions, no premiums, no boy sales.

This picture of New York, July, 1932, shows an intensity of summer traffic comparable to the 1268 other Tower markets . . . active buyers regardless of season, so responsive that Tower Magazines finished 1932 with a 12% increase and the first quarter of 1933 with a 25 column gain and 29 new accounts.

Have You Seen "SUMMER BUYERS"?

A new promotion piece "Summer Buyers" . . . may be secured by addressing The Research Editor, 55 Fifth Avenue, New York, N. Y.



TOWER MAGAZINES-INC.

FIFTY-FIVE FIFTH AVENUE, NEW YORK, N. Y.

MYSTERY • ILLUSTRATED LOVE • NEW MOVIE • HOME

men and dealers. It is felt that by lowering the price on the more expensive models, a big gap will have been taken up where salesmen's earnings are concerned. The difference between prices on a low unit model and a high unit model here-

Coming... March 31

The amazing
new Frigidaire...that uses
no more electric current than
one ordinary lamp bulb
and the price is...a revelation!

Watch for it!

A teaser advertisement from the new campaign

tofore may have been as much as \$175. It has been an almost insurmountable task, Mr. Newell points out, for salesmen to step-up a sale under such a handicap.

"Our feeling," Mr. Newell explained, "is that the public will recognize that a Frigidaire at \$96 is a good buy and indicates that prices are at the bottom. Those who want extra service also will be impressed with the fact that they are being given a good buy for the prices asked for the super-series."

Advertising, which starts with a teaser campaign this week, is built around the statement "Economic Quality Refrigeration." This will be broken down into four major talking points, each of which will receive separate treatment—economy, convenience, beauty and quality. Particular stress will, at all times, be laid on the slogan, "Takes no more electricity than an ordinary lamp bulb." Magazines and newspapers will be used.

"Our advertising policy has undergone a change also" Mr. Newell

states. "Our appropriation for space is close to \$2,000,000 which is about the same amount as was spent last year. Our whole policy, however, is one of concentration, centering our efforts in mediums and territories which have proved effective producers in the past, instead of scattering our promotional effort.

"About two-thirds of our appropriation will be spent in newspapers, using 500 major city papers which will give us good coverage.

"For those of our dealers who insist upon the addition of other papers which they favor, but use of which we believe would only contribute duplication of coverage, we will add such papers to the list on a 50-50 basis with the dealers. Our proposition is wide open and we will co-operate on this basis as much as a dealer wants.

"Last year our schedule included about 2,300 papers, from which we picked the 500 we are using this year. It is expected that, when dealer recommendations are in, perhaps as many as 1,000 more papers will be added. All papers will get the same copy."

On the question of rates it was explained that this will be left up to dealers. If they can get the local rates, well and good. Otherwise copy will go in at the regular rate.

Insertions will vary from twice a week in some papers to every two weeks in others up until July 1. The extent of future advertising activities will depend largely upon sales volume but the type of copy will conform to the basic campaign. A strong promotional drive is being made upon dealers to get them to support the campaign with individual tie-ups, telling them how to do it.

Teaser copy used in the newspapers and magazines is also being adapted to window displays for exhibition during the first week.

Alfred P. Sloan, Jr., president of General Motors, is sending a letter to 120,000 employees of General Motors and affiliated concerns. Letters are also being sent to all of the purchasers of General Motors automobiles during the last two years. This means another mailing of over 1,000,000 letters.

Is

The

Edit

Ye

of F

Fede

with

I

good

busin

up a

their

note

M

a fa

the p

eral

1,548

Grow

tents

their

BEI

At a

Tra

offi

D.

A.

COM

Gar

C.

Wil

Cha

Edg

M

C

IN

DIX

The

made

ruary

as folk

This

heard

Is It Wicked to Show a Pecan Tree in a Pecan Ad?

The Federal Trade Commission Is Spending the Taxpayers' Money in Answering Just Such Questions as This

DIXIE PAPER SHELL PECAN
EXCHANGE, INC.
BARNESVILLE, GA.

Editor of PRINTERS' INK:

Your article in the issue of March 9 of PRINTERS' INK with reference to the Federal Trade Commission has been read with interest.

I can appreciate your position and the good work you are doing for American business. To show you what I have been up against I am sending you copy of their modified order in which you will note they restrict us from using the

word "Growers" in the name of our corporation, which was formerly "Dixie Pecan Growers Exchange," a corporation formed for the purpose of furnishing a market to the pecan grower.

They not only object to our using the word "Growers" but object to our even showing the picture of a pecan tree or pecan grove.

The Federal Trade Commission is an example of bureaucracy gone mad.

I have no objection to your using this letter in your columns if you so desire.

B. W. MIDDLEBROOKS,
President.

MR. MIDDLEBROOKS encloses a curious document in a faded blue cover which carries the portentous title "Before Federal Trade Commission, Docket No. 1548, in matter of: Dixie Pecan Growers Exchange, Inc." The contents of this document follow in their entirety:

UNITED STATES OF AMERICA BEFORE FEDERAL TRADE COMMISSION

At a regular session of the Federal Trade Commission held at its office in the City of Washington, D. C., on the 14th day of June, A. D., 1930

COMMISSIONERS:

Garland S. Ferguson, Jr.,
Chairman

C. W. Hunt,
William E. Humphrey,
Charles H. March,
Edgar A. McCulloch.

DOCKET NO. 1548
MODIFIED ORDER TO
CEASE AND DESIST

IN THE MATTER OF
DIXIE PECAN GROWERS
EXCHANGE, INC.

The order to cease and desist made and entered herein on February 15, 1930, is hereby modified as follows:

This proceeding having been heard by the Federal Trade Com-

mission upon the complaint of the Commission, the answer of the respondent thereto, the testimony, evidence, the brief of the Commission and the brief of respondent; and the Commission having made its findings as to the facts and its conclusion that the respondent has been and is using unfair methods of competition in commerce in violation of the provisions of Section 5 of an Act of Congress, approved September 26, 1914, entitled, "An Act to create a Federal Trade Commission, to define its powers and duties, and for other purposes,"

IT IS NOW ORDERED that respondent, Dixie Pecan Growers Exchange, Inc., its officers, representatives, agents and employees, in connection with the advertising, offering for sale, and sale of pecan nuts in interstate commerce cease and desist:

From using in advertising matter, circulars, correspondence stationery, or in any manner whatsoever the word "Growers" as a part of its trade name or otherwise and the phrases or slogans "Direct From The Groves" and "Direct From The Growers," or any other words of like import or any statement, representations or pictorial arrangements importing or implying that pecan nuts sold by it come direct from the growers to purchaser or that respondent is a grower of pecan nuts, or that it is a co-operative or other association

composed of pecan growers.

IT IS FURTHER ORDERED that the respondent, Dixie Pecan Growers Exchange, Inc., shall within sixty (60) days after the service upon it of a copy of this modified order, file with the Commission a report in writing setting forth in detail the manner and form in which it has complied therewith.

By the Commission.

(Signed) OTIS B. JOHNSON,
Secretary.

We know nothing of the merits of this controversy. A reading of the "cease and desist" order, quoted above, does not reveal any prohibition against using a picture of a pecan tree in the advertising

of which Mr. Middlebrooks speaks. But it will be noted that this is a modified order; possibly reference to the pecan tree came out in some other way.

Passing that point, however, here is the angle that intrigues us:

Why all this expense, all this ponderous solemnity in investigating a small mail-order company? If there was anything wrong, couldn't it have been fixed with less fuss and less cost.

It would be interesting to compare the net profits, or even the gross sales, of Mr. Middlebrooks' company with the amount of the taxpayers' money expended in producing this order.—[Ed. PRINTERS' INK.

Helen Baldauf Walczak Joins Blatz Brewing

Helen Baldauf Walczak, recently with Neisser-Meyerhoff, Inc., Milwaukee advertising agency, has been appointed assistant advertising manager of the Blatz Brewing Company, of that city. The Blatz company, whose advertising account is handled by Klau-Van Pietersom-Dunlap Associates, Inc., recently appointed Hal Johnson as advertising manager.

Heads Sales Executives

Allen Zoll, sales counsel, has been re-elected president of the Sales Executives Club of New York. George Small, Eastern manager, *The Literary Digest*, was elected vice-president and I. S. Randall, sales manager, Frosted Foods Division, General Foods Corporation, second vice-president.

James M. Thornton, sales manager, Holland House Coffee, is secretary and J. F. Kane, merchandise counsel, is treasurer.

Represent New Brunswick Paper

Hugh N. Boyd and William H. Boynton have been appointed to succeed the late William B. Boyd as foreign advertising representative of the New Brunswick, N. J., *Home News* and *Sunday Times*. They will make their headquarters in New Brunswick.

Join Goodwin

Elmer E. Bullis, for many years space buyer in the Chicago office of Lord & Thomas, has joined the Goodwin Corporation, Chicago advertising agency, as space buyer. Ignatius Barnard, former vice-president of Critchfield & Company, has joined the Goodwin agency as a vice-president.

A Refreshing Slogan

VREDENBURGH KENNEDY COMPANY, INC.

Advertising

NEW YORK

Editor of PRINTERS' INK:

If it has not been used before, will you please register for the Peter Doelger Brewing Corporation of Brooklyn, New York, the following slogan:

"Millions Remember Doelger—a Glass Will Tell You Why."

CLARENCE VREDENBURGH.

New Markets for Garlic Sauce

Advertising of Gravier's Garlic Sauce, which is now being featured in a campaign in Western newspapers, will be extended nationally upon completion of plans for building a distribution organization. Full-page space also is being used in business papers reaching the food trade. Copy describes the product as giving the full flavor of garlic without leaving an after-breath. Emil Brisacher & Staff, San Francisco, is handling this account.

Starts Business at Philadelphia

Byren-Weil-Weston, Inc., is a new advertising business with headquarters in the Banker Trust Building, Philadelphia, and with a New York office at 220 West 42nd Street. Principals include O. F. Byren and J. W. Weil, who formerly conducted the Philadelphia advertising agency of Byren & Weil, Inc., and D. L. Weston.

New Account to Sutherland

The Parks-Cramer Company, Fitchburg, Mass., air conditioning equipment, has appointed the K. R. Sutherland Company, Boston, to direct its advertising account. Magazines, business papers and direct mail will be used.

3639 WOMEN

in typical suburban towns

were asked about the New York newspapers they read



A study of the answers of 3639 women who were asked about their newspaper reading habits recently, shows these interesting facts:

1. The leading newspaper in expressed preference is the Herald Tribune.
2. Three newspapers are the outstanding leaders in popularity—two morning newspapers and one evening newspaper.
3. The best two-paper combination to reach women (minus duplication) is the Herald Tribune and another *morning* newspaper.
4. There is no appreciable difference between the number of women who

read New York morning newspapers and the number who read New York evening newspapers.

These facts are conclusively brought out in an independent survey just completed by Walter Mann & Staff, covering women heads of 80% of all the families living in Garden City, L. I., Glen Ridge, N. J., Larchmont, N. Y. If these facts are different from your impressions of New York newspaper reading habits, if you are interested in conclusive data about the newspapers women read, write for a complete report of the survey and its findings.

NEW YORK
Herald Tribune

You can reach the Eyes of a certain number of prospects through the printed page—at so much per possible reader.

You can reach the Ears of a certain number of prospects over the air at so much per possible listener.

But you can reach both the eyes and ears of a guaranteed number of prospects through The Women's Screen Guild plan at less than the cost of a postage stamp per actual flesh-and-blood person!

Manufacturers and Advertising Agents who are seeking more sales are invited to hear our story.

The Women's Screen Guild, Inc.

205 East 42nd Street

New York

Telephone MUrray Hill 4-3440

How Advertising Helped Change the American Breakfast

After It Became the Settled Policy Continuously to Advertise Quaker Oats Everywhere, the Business Leaped Ahead

By Harrison John Thornton

THE coming of oatmeal in the middle of the nineteenth century was a major factor in affecting modification of the American breakfast so drastic that the comparison of what men now eat in the morning hours with what they used to gorge amounts to a dietetic revolution.

Advertising was not indulged by the earlier oatmeal groupings. A few individuals were toying with the idea. Early in the decade [1870-80] for example, two concerns, Alexander Hornby and the Cereals Manufacturing Company were advertising brands. Likewise, the Ravenna mill was boldly commending the "Quaker." Desultorily, others followed, but neither the Oatmeal Millers' Association nor the Consolidated Oatmeal Company considered it other than an individual matter. Apart from price agreements no effort was made to interfere with the internal policy of the members.

But, with the formation of the American Cereal Company of West Virginia, a radical change was made in this regard. Henry Crowell, the Sage of Ravenna, the man of commanding influence in the efforts at association among the millers, in those meditative hours when his keen and gentle mind looked forward with a sureness that amounted almost to prophecy, came to believe that advertising, far from being a waste of money, was a thing more to be desired than much fine gold. He saw that only if it were done could a national market be secured.

Not all the members of the new company saw virtue in Crowell's scheme.

The brief life of the West

Portion of a chapter of "The History of the Quaker Oats Company" (University of Chicago Press).

Virginia Company was marked by struggle around this point. Among the directors it was the continual theme of controversy, but by the time the Ohio charter was sought, in 1891, the national and international mind was victorious over provincialism.

Having decided that the road to the world's attention, appetite, and pocketbook was that of advertising, a question of equal moment was what to advertise. Oatmeal, of course, but what brand among the many? Each of the member millers had developed his own, and saw much reason why now it should be pre-eminent. In many a solemn conclave was the point debated, and many were the pros and cons advanced. But, who could resist the charm of the "Quaker"? Jovial, rubicund, handsome, with his quaint broad hat and flowing locks, he was a joyous picture of glowing health. His appeal was irresistible, and, with quiet, gentle, patient persistence, his claims were pushed by those who had faith in his power to win the public favor. He could not be denied, and from his sequestered home at Ravenna he was sent forth to bear glad tidings to all the world.

Dealers Wanted to Sell from Bulk

The world was to welcome him, as will be seen, but there were those at home who resented his new dignity and commission: the merchants, wholesale and retail, the former chiefly. The feeling was not personal, but commercial. They had no objection to his quaint garb and kindly eye nor to what he bore, but they had no desire to see him bestride the market or pre-empt the public preference.

A dealer would rather sell "oatmeal" than "Quaker Oats," or any

other specific brand. When it was for "oatmeal" he was asked, he could buy in bulk in the open market where all makers of that commodity were bidding against each other, but special brands came from only one source, whose maker could enjoy whatever advantages might accrue from growing popularity and demand. During the days of the Association and the Consolidated, the jobbers had no trouble tempting individual millers to break their mutual price agreements, but in the apotheosis of the "Quaker" they saw if not the ending at least the shrinking of this practice.

The Virginia company, of course, saw this very clearly. It was a prime motive inspiring its action. Until now the chief concern of the millers had been to appeal to the jobber and the merchant. From now on, however, the new group addressed itself to the consumer, and the "Quaker" was its emissary. Instead of spending energy to get its product into the dealer's store, the American Cereal Company made the pantry its objective; it courted not the grocer but the housewife. And since that day, this has been a fundamental purpose in larger business. The great consuming public is the ultimate aim of modern industry.

* * *

Among the earliest forms of advertising oatmeal was the distribution of free samples. This originated with the alert and progressive Quaker mill at Ravenna. In the middle eighties two men were sent to the Eastern seaboard to organize and carry out this scheme. New England was "covered" by a man named Leonard working out from Boston. Robert Gross, a pleasant young fellow who, while working in the Ravenna post office, had caught the fancy of Mr. Crowell, was sent to New York, and in these two territories samples were distributed to retail dealers and from house to house.

During the period of the Consolidated Oatmeal Company an attempt was made to put an end to the practice of giving away samples. The purpose of a resolution

to that end was declared to be "to stop the indiscriminate sampling and consequent cutting of prices," but no more than in the latter effort were the Consolidated officials successful in this.

The American Cereal Company indulged it prodigally and spectacularly. In 1890, for example, the region of the Pacific Coast was invaded, and, as the climax of an intensive advertising campaign, a special all-Quaker Oats train was dispatched from Cedar Rapids to San Francisco. Two years later a similar train left Cedar Rapids for Portland, Oregon.

The co-operation of station agents and local newspapers was secured, and in city, town, and village along the road, especially at the terminals, samples were distributed with a lavish hand. So persistently was this practice indulged that, from East to West, from North to South, in every city and town of consequence in the country, free samples of Quaker Oats were distributed in the days of the "Quaker's" adolescence; and though this method is not so continuously practiced in the days of his maturity, it is still acknowledged to be one of the sturdy rungs in the ladder whereby he has ascended.

Closely allied to this form of advertising has been the "Quaker's" appearance at fairs and expositions; for example: the Boston Food Exposition of 1891, the Brooklyn Food Exhibition of 1892, and the World's Fair at Chicago in 1893. On such occasions, in addition to a display of its manufactured products, the company has erected some structure which employed the "Quaker" as the principal feature and set him off to conspicuous advantage.

* * *

Wall signs and billboard posters were among the earliest types of advertising used by oatmeal millers, including the American Cereal Company. It was on the broad side or end of some large building that vast numbers of future consumers caught their first view of the benign countenance of the

Los Angeles 1932 Chain Food Stores Advertising

HERALD EXPRESS . 496,868 lines

2nd Daily Paper	. . .	341,386	"
3rd " "	. . .	112,153	"
4th " "	. . .	102,514	"
5th " "	. . .	27,258	"
1st Sunday "	. . .	40,880	"
2nd " "	. . .	4,305	"

These great distributors of Food Products know exactly the comparative selling power of each Los Angeles Newspaper.

The HERALD AND EXPRESS not only is FIRST, but carried 43,329 more lines than did both second and third daily papers COMBINED.

LOS ANGELES EVENING

HERALD AND Express

CALIFORNIA'S GREATEST DAILY NEWSPAPER

PAUL BLOCK AND ASSOCIATES

NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

DETROIT

BOSTON

SAN FRANCISCO

LOS ANGELES

PHILADELPHIA

over
200
NATIONAL
ADVERTISERS

LISTED IN
MARCH ISSUE
(Directory Number)

TOURIST
TRADE

Reaching 12,500
Owner Managers
of Resort and Cot-
tage Camp Estab-
lishments.

Important
Developments

in this New Mar-
ket Make it
URGENT YOU
REACH THESE
BUYERS—NOW!

Exhaustive
Survey—

at your request—
WRITE TODAY.

TOURIST TRADE

INDIANAPOLIS, INDIANA

Mark A. Selser L. M. Carroll
60 E. 42nd St. 168 N. Michigan Ave.
New York, N.Y. Chicago, Ill.

"Quaker." The poster constituted a more extended appeal.

* * *

Resort was early had to the magazines and newspapers. Beginning with the ladies' periodicals, such as: *Delineator*, *Designer*, and *Ladies' Home Journal*, the company extended its advertising to *Harper's*, *Scribner's*, *Atlantic Monthly*, etc. The trade periodicals were not much used in these early days for the reason that they did not reach the general public, but only the dealer; and, while he was important, it was the consumer who was of first and overwhelming consequence. As for newspapers, they were widely used in all parts of the country.

A prominent feature of the persistent effort to win public attention and approval has been that of setting premiums upon continued purchase. Early in its career the American Cereal Company began the practice of putting coupons in its packages of "Quaker" and other brands of oats, such as, "Scotch Oats" and "Avena Oats"; in "Pettijohn's"; and in packages of prepared cereals: "Apitezo" and "Zest."

The scheme called for the collection of a stated number of coupons, plus a specified amount of money, in return for a variety of indicated objects. The Cereta Plan was the term early applied to this device, and an elaborate catalog was issued carrying illustrations of a wide choice of domestic and personal articles.

The Great Western Cereal Company made elaborate use of the premium scheme in connection with "Mother's Oats." An astonishing variety of articles was advertised some of which could be secured for a stated quantity of coupons without cash; others required coupons with cash additions. A much-stressed part of the Great Western's premium plan was to make up the word "Mothers" from single letters found in individual packages. This practice was stopped by the Government, in 1906, because of its illegality.

An advertising feature related to the coupon-premium plan is the

stituted

e mag-
gining
, such
, and
e com-
ing to
Atlantic
peri-
n these
at they
public,
while he
consumer
whelm-
newspa-
d in all

the per-
c atten-
that of
continued
reer the
y began
pons in
er" and
such as,
Oats";
packages
ezo" and

the col-
mber of
amount
a variety
e Cereta
y applied
elaborate
ing illus-
of domes-

real Com-
e of the
ction with
stonishing
advertised
secured for
ons with-
d coupons
A much-
eat West-
to make
ers" from
individual
tice was
nment, in
ality.
related to
an is the

custom of depositing pieces of china and aluminum in certain package brands. About the year 1900, the American Cereal Company adopted this practice, having obtained the idea from its successful use by a Rockford wholesale grocery firm. The company applied it first to its "Banner Oats," and then extended it to other brands.

* * *

During the last few years there has been a great intensification of advertising in all its forms, as is apparent to even the casually observant. "The Quaker Oats Company three years ago started in a larger way than ever before to mold opinion throughout the world through advertising in newspapers, magazines, billboards and posters of various kinds, calendars, demonstrations, and various other forms of advertising that particularly suit a particular market." ("The Earth-Quaker," May, 1924.)

New features of this campaign have been the use of the radio, motion pictures, and an educational program in the schools. In respect to the latter, a Health Service Department was recently established to supply school administrations and teachers with charts, pictures, booklets, and other data designed to set forth the advantages of Quaker cereals.

A campaign so intensive and far-reaching has, of course, entailed vast expenditures, but the results, it is considered, justify the means. "What the artist is to the picture, or sun to growing plant, advertising has been, is, and will be to Quaker Oats. . . . After it became the fixed and settled policy to continuously advertise Quaker Oats everywhere, the business all but leaped ahead." ("The Earth-Quaker," May, 1924.)

The effect of this upon the national breakfast is not calculable with precision, but it is generally obvious. A multifarious array of cereals, cunningly and appetizingly prepared, has appeared upon the breakfast table, and swept aside the gluttonous menu that sent mine host of Norfolk to his grave. Among the reforming cereals, oatmeal's influence has been greatest.

after all— they do mean something

A statistician or a CPA are the only people we know who really enjoy figures and numbers and decimals and all that. It's dry stuff. The bootblack around the corner isn't utterly amazed when we tell him we published **14,796,932** agate lines of advertising in 1932. He just smiles patiently and goes right on shining. Just another dime to him.

But regardless of what Joe Poppula thinks about that 14,796,932, it's the greatest volume of advertising published by any morning or evening week-day newspaper in America. National leadership for the third consecutive year is what it really means, with first national honors in automobile and classified advertising, too. (Automobile 1,234,977—Classified 2,743,791)

Joe wouldn't get the true perspective on this market of ours from the lineage figure angle. But then, he isn't a wide-awake, 1933 model sales or advertising manager. After all, when a pared advertising budget has to do a real selling job, such figures do mean something.

Newark Evening News

EUGENE W. FARRELL,
Business & Advertising Mgr.,
215-221 Market Street,
Newark, New Jersey.
O'MARA & ORMSBEE,
General Representatives:
New York Chicago Detroit,
San Francisco, Los Angeles

What Makes a Good Slogan?

Nine Times Out of Ten the Answer Is Advertising

THE SIDLEY COMPANY
SAN FRANCISCO

Editor of PRINTERS' INK:

Here is another one for the slogan file—Sealdlastic—The Ultra Rubber Core.

The above refers to the Elastic Webbing used in garters, suspenders, and other of our elastic products.

THE SIDLEY COMPANY.

• • •

URON INDUSTRIES, INC.
CLEVELAND

Editor of PRINTERS' INK:

Please list our slogan in your files as "Economic Waste Eliminators."

C. EDSON,
General Manager.

• • •

SO-LO WORKS
CINCINNATI

Editor of PRINTERS' INK:

Please register the following slogan: "So-Lo—World's Lowest Priced Shoe Repair."

JOE J. MARX,
Vice-President.

WE are pleased to comply with our subscribers' requests. Additions to the PRINTERS' INK Clearing House of Advertised Phrases have been coming in in such numbers that we are tempted to dis-
cuss briefly on the ingredients of a good slogan.

Somehow we lean to the simple

New York Bureau Elects

William O. Riordan, president of Stern Brothers, and Joseph G. Gage, vice-president of the Hickey-Freeman Company, have been elected directors of the Better Business Bureau of New York. C. R. Palmer, president of Cluett, Peabody & Company, and William Goldman, president of Cohen, Goldman & Company, have been elected members of the advisory council of the bureau's merchandising section.

Hollingshead Appointments

Carl W. Schwank, formerly regional sales manager of The R. M. Hollingshead Company, Camden, N. J., Whiz automotive products, has been appointed general sales manager. Frederick G. Mitten, for five years advertising and sales promotion manager of the Beardsley & Wolcott Manufacturing Company, Waterbury, Conn., has been appointed advertising manager of the Hollingshead company.

belief that the virtue of a slogan lies in its ability to identify a product or service. The slogan, "Not a Cough in a Carload," presented for identification to ninety consumers, received unanimous recognition, while another, "Because You Love Nice Things," tried out on the same audience, brought only three correct answers.

Similarly, from the acceptance of such slogans as "It Floats," and "They Satisfy," it is apparent that cleverness of writing is no *sine qua non*. The ingenious brain-twister does not possess of itself the faculty of penetrating the public consciousness. The whole process is long and tedious. The popularity of a slogan, trade-mark or a trade character—or any advertising device for that matter—is dependent upon and proportionate to the forcefulness and intensity of the advertising pressure behind it.

Acceptance of a slogan was never born full-grown from the head of Jupiter. It just doesn't work that way in advertising. Secondary meaning, which in the final analysis, is the test of a slogan is acquired through a dull mathematical formula—the repeated impressions of cold type on a cold public.—[Ed. PRINTERS' INK.]

Carnation Transfers Kinzer

P. G. Kinzer, vice-president in charge of sales and advertising for all units and also in charge of operations of the export and cereal divisions of The Carnation Company, has been transferred from the Pacific Coast offices at Seattle, Wash., to the home office, in furtherance of the plan of centralizing major executive activities in Milwaukee.

Has Peanut Butter Account

The Texas Peanut Products Company, Houston, Tex., has appointed the Rogers-Gano Advertising Agency, Inc., of that city, to direct the advertising of its Tom Sawyer Peanut Butter. Newspapers will be used.

With Needham-Louis-Brorby

Charles G. Strand, formerly with Neisser-Meyerhoff, Inc., Milwaukee, has joined Needham, Louis & Brorby, Inc., Chicago advertising agency, as production manager in the Milwaukee office.



If you want Attention here's the way to capture it!

If you want attention to a special sales event — or to the "grand opening" of a new location — or to a string of locations in a neighborhood or throughout a territory — here's the answer. Your own balloons with your own copy on them. Captive balloons which you can use day after day or on special occasions — easy to deflate and ship from

place to place if you wish. Used successfully for advertising everything from gas stations to real estate subdivisions. Sphericals in standard sizes 7, 10 and 12 feet — zeppelins larger. Also comic figure balloons on special order. For full information write to Goodyear, Aeronautics Department, Akron, Ohio.

GOODYEAR



"Business as Usual!"

McGraw-Hill Publishing
Company, Inc.
New York

Editor of PRINTERS' INK:

I think your editorial "Business as Usual!" is fine. It is one of the ablest editorials that I have read on the bank holiday and its immediate effect on business.

It contains so much common sense and has such a very practical point of view that it could in effect be the formula for how business men should react to this whole situation.

In addition, the editorial put the facts up in such a way as to instil real courage in any man who might lack it.

MALCOLM MUMFORD,
President.

* * *

MAJOR MARKET NEWSPAPERS, INC.
New York

Editor of PRINTERS' INK:

More power to you for your leading article in the March 9 issue of PRINTERS' INK entitled "Business as Usual!"

This sort of material everyone in every walk of life should read.

Especially should it be sent to those merchants who are just as bad as gold hoarders to retrench, cancel advertising, or in any other form curl up at a time like this.

To my mind those who do are more of a menace than the gold hoarders.

This, in spite of the very drastic and tragic effects such gold hoarding has on the whole financial structure.

You know whom I refer to when I speak about merchants who curl up. The record of cancellations received by newspapers would make a pretty good roster list.

Of course, as is always the case, the flexibility of the newspapers has to absorb a larger portion of the shocks created from business ups and downs than does almost any other form of national media.

From my own viewpoint, this process we have been going

through is bound to separate a lot of the wheat from the chaff.

And no doubt will bring back into work that good old policy, a survival of the fittest rather than what we have been working under lately, a survival of the richest.

Best regards and again more power to you on the admirable way PRINTERS' INK always does its share!

B. MATHEWSON,
Eastern Manager.

* * *

DAN A. CARROLL

PUBLISHERS' REPRESENTATIVE
New York

Editor of PRINTERS' INK:

"Business as Usual!"

The stirring editorial in the March 9 issue of PRINTERS' INK hits the right spot. Not only is it the patriotic thing to do but good business as well for all active national advertisers to continue schedules.

Well-informed bankers tell me when the new deal in banking gets into action, the country will be set for better things and occupy a much stronger position in trade than ever before.

The public generally has not lost faith. They took the bank holiday as a matter of course and carried on. Far-sighted advertisers should do likewise.

DAN A. CARROLL.

* * *

CHARLES SCRIBNER'S SONS
New York

Editor of PRINTERS' INK:

Thank you for your editorial "Business as Usual!" in your issue of March 9.

Advertising, rightly applied, is a sound business investment. Public good-will, created through advertising, has stood the test of the last four years better than any other investment that I know anything about.

Security values have melted; good-will is still worth 100 cents to the dollar.

CARROLL MERRITT.

The White Club

TO give recognition and extra reward to salesmen who do an outstanding job during the first nine months of 1933, The White Company, Cleveland, has reorganized its honor organization "The White Club," and, in addition, will give merchandise prizes to all salesmen making retail truck deliveries.

The campaign, which will close at midnight September 30, is being conducted on a point basis, one point being given for every dollar of list price. Only retail deliveries, not orders, are counted as points.

Membership in "The White Club" will be limited to forty salesmen: twenty salesmen who accumulate the largest number of

points; fifteen salesmen who will be selected by a committee of executives for doing an outstanding job in proportion to their sales opportunities and five White executives, chosen on the basis of conspicuous performance.

These forty, in addition to receiving the merchandise prizes which all salesmen will be entitled to, will be given a trip to Cleveland or South Bend as guests of President J. M. Cleary.

Reorganization of "The White Club" is a competitive angle to a "Bringing Home the Bacon" delivery campaign which was started by the company at the beginning of the year.

I. R. Allen Joins Kastor

Irving R. Allen, former vice-president of Critchfield & Company, Chicago, is now with the Chicago office of H. W. Kastor & Sons Advertising Company.

Heinn Appoints Dahlman

Oscar Dahlman has been appointed advertising manager of The Heinn Company, Milwaukee, office equipment and supplies.

❧ To find new markets for your products and customers who will buy in 1933, advertise to enough prospects - to penetrate your market

IN NATION'S BUSINESS
alone, except in mass media,
can you get adequate coverage
of the executives, directors,
bankers and others who
authorize expenditures.
Its circulation is greater,
its penetration deeper its
advertising cost lower.

Why Sales Promotion Is Essential as a Selling Aid

With Only 15 Per Cent of a Salesman's Time Spent with Customer, Advertising Must Have Prominent Part

By Chester H. Lang

Manager, Publicity Department, General Electric Company

I SHOULD like to summarize briefly my notion of our publicity department's opportunity and responsibility in attaining the ultimate objective of our company: A fair profit on its invested capital. I have taken our apparatus story because it is quite different from the promotional program on home appliances.

According to the United States census, the apparatus salesman has 200,000 odd prospects. Surely 50,000 of these ought to be kept in mind as potential opportunities, and, in any event, we have some 30,000 indexed customers.

So much for his customers and prospects. In each of these customers' or prospects' organizations are from two or three to several dozen individuals who must be contacted and cultivated. Let's say they average four.

On the other hand, he has ninety major lines of products according to our classified profit and loss set-up. Within each of these classified lines, there may be hundreds or even thousands of types or modifications. Let's say they average only twenty-five.

Now, suppose we multiply the items just mentioned; *number of indexed customers times number of individuals in each organization times number of major lines times number of types or modifications*. One gets the astounding figure of 270,000,000 individual transactions or contacts or discussions or whatever you choose to call them which our G-E apparatus salesmen may be thought of as having to address themselves to—presumably frequently, but let's take a minimum—say once a year. Suppose there

are approximately a thousand salesmen in the field. Each of them would have to convey 270,000 of these individual sales stories per day.

Let's put it another way. Suppose he devotes five minutes to each presentation—it would take him sixty-two and one-half years to make the rounds just once. Of course, these are average assumptions, and there are hundreds of factors which would modify them—some would decrease and some would increase—so cut it down as much as you like and there remains a sizable task for anyone.

Thus, our friend, Mr. Salesman, has the happy choice of trying to cram 270,000 sales stories into one year or (allowing five minutes to each story) taking sixty-two and one-half years to complete his circuit.

All Activities Focus on Salesman

Now, let me present our apparatus salesman in the flesh, or perhaps I should say, the show-case. In the last analysis the activities of all of us—whether we be doing research, engineering, manufacturing or performing other home office functions—focus on him. He is the direct vital link between General Electric and its apparatus customers. He provides the revenue that keeps us going. This is the man who supposedly spends *all of his time selling*.

What are the prospects of his covering this vast territory even though he is a talented and able citizen? Possibly he could make it if he were twins or triplets or a centipede, but what do we find about this man who spends *all of his time selling*?

(1) It requires approximately 40

Part of a talk given recently before the Chicago Advertising Council.

per cent of his time to go places and get back again. This leaves only 60 per cent to do the actual selling.

(2) But then it takes another 35 per cent—and some of our people tell us that this is a low estimate—for office work and other preparation activities. Our "five-foot" shelf of handbooks demonstrates part of his preparedness problem. This leaves only 25 per cent for actual selling.

(3) He must wait during some portion of his available time while customers parley with competitors and other salesmen or while he carries on the important business of cultivating the buyer's stenographer. After taking out that 10 per cent, he finds only 15 per cent left for actual contact with the customer or prospect.

There might be some differences of opinion concerning the division of the 85 per cent, but a number of investigations indicate that the 15 per cent is a fair average.

Here then is our apparatus sales-

man with 15 per cent of his valuable time available to do the most important job—getting the order.

What, then, is the publicity or any promotional department's opportunity in this highly complicated apparatus sales problem?

This apparatus salesman may be thought of as occupying the front line trenches in our program—actually *attacking*, however, not over 15 per cent of the time. What can the publicity department do to extend the effectiveness of that short period during which the most important single transactions of our whole enterprise are accomplished; namely, *getting the orders*?

We believe our obligation and our opportunity as now constituted are presented by two principal functions: (1) market research and (2) sales promotion. They are devoted to the business of amplifying—making more effective—this 15 per cent of his time spent with customers.

The first of these services that we offer as an aid to our salesmen

TRUTH IS STRANGER THAN FICTION — AND ALSO HARSHER

Even people whose feelings are easily harrowed are becoming used to harrowing. So a little extra harrowing—if it helps to fix things up—is all to the good.

In April Scribner's Magazine, Anderson F. Farr in "Give the Stockholder the Truth" writes of the need of honest corporation reports. Not merely honest in figures but honest in interpretation of those figures. Specifically he protests against the practise of setting up a yearly profit by the simple method of writing off all losses against the Reserve, using the latter, as it were, as a graveyard for mistakes. He names some of the greatest corporations as offenders, which is a harrowing thing for the corporations but a delightful thing for the stockholders.

Mr. Farr knows as much about corporation reports as any man in America, perhaps more. What he has to say in the April Scribner's Magazine is of the utmost importance if the clean sweep which is restoring confidence in banking is to be extended to business in general.

PREMIUMS

Step Front and Centre

Because the premium, as part of a sound merchandising program has so definitely proved itself during the last several years, general executive interest in this promotional device was never so great as it is today. It occupies a "front and centre" position on the selling stage.

Consequently, Printers' Ink Monthly has spent several months gathering up-to-the minute data concerning premium use from more than 150 sources. No theory—no ancient history. Nothing but factual material obtained from companies that have used premiums under the marketing conditions of the last two years.

An analysis of this material will be published in the May issue. There will be at least twelve pages of text and illustrations.

We will tell how twenty advertisers have successfully used premiums to meet today's selling problems.

We will elaborate on more than thirty specific uses for premiums that have been developed.

We will give a list of the terms under which premiums have been offered by a large group of companies.

One of twenty articles scheduled for the May issue of Printers' Ink Monthly.

Can your product be used as a premium?

More and more manufacturers are leaning toward the use of premiums to stimulate sales. Inquiries continue to come in each week, asking all sorts of questions on premiums and use. A few recent ones wanted to know where to buy—

Premiums for Children

"We would like to obtain the names and addresses of some manufacturers producing premiums attractive to children."

Bridge Specialties

"We would very much appreciate your telling us the names of any companies which you have on record who are making bridge novelties such as score pads, monogrammed cards or any other incidental bridge novelties."

Premiums 25c to \$1.50

"Can you give us a list of manufacturers from whom we can secure merchandise suitable for premiums? We refer to articles in the price range of 25c to \$1.50."

Fountain Pens and Pencils

"Could you give us the name and address of firms selling sets of fountain pens and pencils? We are thinking of using these on a premium deal."

\$1.50 Item

"We will appreciate your recommending to us an item to be given as a premium to retail merchants . . . an item to cost not over \$1.50 each."

If your product can be used as a premium, ask us for details on the most timely and unique opportunity to develop this profitable business. Send for the facts.

PRINTERS' INK MONTHLY

185 MADISON AVENUE

NEW YORK CITY

is market research. Our set-up consists of a few men specially trained in such work to co-ordinate and promote the use of this important tool in doing an effective and profitable job.

The Aims of Market Research

I scarcely need mention the objective of market research. To indicate the most likely purchasers for each product seems to express it briefly. Who can and will buy? How many? Where located? How many each be most effectively reached?

Our part in this program, as just stated, is to be one of co-ordination or stimulation. It is not our thought that we shall have an organization to get all the necessary data, but rather we seek the aid of every good source in compiling required facts. We look to engineers, to general office commercial departments, to the accounting and statistical organizations, to field salesmen and specialists, and, of course, to a dozen and one outside agencies, such as Government bureaus and trade associations.

Our job, as we see it, is to put this information in usable form. Beyond that we are reluctant to go. In this market research field, we believe we should operate in the spirit of a research organization, seeking everlastingly for facts, presenting them in understandable and usable form, then depending upon the sales executives and salesmen to do the job which the facts may suggest—hoping at least that if we make a good contribution, it will provoke action. Coming back then to that important portion of our average salesman's time spent in the presence of the customer, we believe that carefully obtained and properly weighed facts—market research facts—will help to amplify its effectiveness by indicating the most fertile soil and, conversely, by drawing attention to barren territory.

Sales promotion or advertising effort—our other main function—likewise is a co-operative operation which must amplify the effectiveness of that same 15 per cent if it

is to be considered as doing the right kind of a job.

Every promotional program or, I might even say, every promotional piece of literature or individual advertisement should fit into a well-rounded plan. If market research tells us where the market is and who can buy, then we have the opportunity of organizing a promotional plan which again will amplify the effectiveness of that previous 15 per cent of the salesmen's time by paving the way, by pre-selling as much as possible.

And that we are seeking to do by using as intelligently as we know how most of the devices known to the advertising art. However, we hold no brief for any one of these twenty or thirty sales promotion vehicles unless it helps to amplify the effectiveness of that important 15 per cent of the salesman's time.

None of us claims perfection for these advertising tools. None of us believes they can function without certain waste, but we know positively that if they are well designed and their use is well planned, and if salesmen make the most of them, they will be effective helpers in building sales. Our best evidence of this lies in the experience of those who have advertised as contrasted with those who have not advertised and the testimony we get from our own men.

An Economical Phase of Selling

These advertisements, these descriptive publications, these talking pictures, these photographs, these sales promotion letters are low cost selling assistants. If these relatively low cost sales tools can pave the way for a salesman's call costing possibly \$8—can convey in advance to the prospect some of the information that the salesman otherwise would have to communicate, can, between our salesman's calls, keep the prospect's interest and attention on our products, then obviously they represent an economical method of doing this important phase of the selling job.

But there is no substitute for the aggressive use of these adver-

tising vehicles if we would obtain a return from them, and we hold that they must help to earn a satisfactory profit or they are a total loss. While we have representatives of the publicity department in every district who are devoting themselves to the promotional job, nevertheless it cannot succeed un-

less we of the publicity department can enter into partnership, with every other department of the company and with each individual salesman in making the most of our opportunity to amplify the effectiveness of that precious 15 per cent of the salesman's time—which he spends with the customer.



Has Fish Products Account

The F. H. Snow Canning Company, Pine Point, Me., fish products, has appointed the Wood, Putnam & Wood Company, Boston, to direct its advertising. New England newspapers will be used.

Directs Harvester Sales

M. F. Holahan has been elected vice-president in charge of sales of the International Harvester Company, Chicago. Previously he was manager of domestic sales.

Appoints Dreher

The Atlantic Chemical Company, Brooklyn, N. Y., has appointed Monroe F. Dreher, Inc., Newark, N. J., to direct the advertising of its disinfectants.

Raytheon to Direct Own Sales

The National Carbon Company has been sales agent for the Raytheon tubes manufactured by the Raytheon Products Company, Newton, Mass. Effective March 31, sales will be taken care of by the manufacturer.

MacHarrie Joins Agency

Lindsay MacHarrie, formerly production manager of Station KPHJ, has joined Bowman-Deute-Cummings, Inc., San Francisco advertising agency, in an executive capacity.

McMahan with Cowan

Harry McMahan, formerly with the Dallas News, has joined the Roy Cowan Company, Inc., of that city, as assistant account manager.



Let AIR EXPRESS Absorb the Grief of Last-Minute Jobs

► There's no secret about it. Air Express can take a lot of the grief and worry out of making closing dates on short notice. ► Second-morning delivery on Coast to Coast shipments is typical of the speed with which this service links 85 principal cities over the country's major air routes. A phone call to the nearest Railway Express Agent will start your plates, copy or layouts, on the way with a prompt pick-up—and plane-to-field radio

will bring a special truck on the run to make delivery without a single lost motion. ► A system of duplicate receipts gives proof in black and white of both shipment and delivery—an important advantage when deadlines are only hours away. And the new reduced rates are an added incentive to take advantage of the speed and dependability of Air Express. Call your nearest Railway Express Agent today for details of rates and time schedules.



AIR EXPRESS

Division • Railway Express Agency, Inc.

A Four A's Letter on Circulation

Agency Association Urges Space Buyers to Support
Audit Bureau Standards

A CALL for advertising agencies to support the publisher with a sound circulation is the subject of a letter sent to the membership of the American Association of Advertising Agencies by John Benson, president. It follows closely upon a similar appeal sent to members of the Association of National Advertisers by Stuart Peabody, president, whose letter was reported in the March 9 issue. PRINTERS' INK has also received a copy of Mr. Benson's letter, which follows:

"In times like these, of shrinkage in number of readers, it seems to me especially important that we advertising agents do all we can, consistent with good business, to encourage and support the publisher with a sound circulation.

"Unless our media buyers appreciate him in a substantial way, and by the same token discourage the other sort, he may not be able to stand the pressure of competition, and lower his standards.

"It is natural for circulation to decline under present conditions. Publishers doubtless fear that this may involve lower rates, but they also fear that it may indicate to advertisers and agencies that the paper is slipping. They still believe that buyers are mostly interested in volume and will give the business to a rival with a few thousand more, however obtained.

"That is what drives them into the hands of circulation getters, who, for a price, can put on any additional readers wanted, by forced methods.

"It seems to me that we owe it to ourselves and to our clients to encourage publishers to let their circulation find its natural level, and to indicate as far as possible that we do not care to have boom time figures maintained by artificial means. Perhaps in the past we have placed undue emphasis on mere quantity and thus become, in a measure, responsible for much of the inflated circulation.

"In times like these, there is danger also of some publishers resigning from the A.B.C., particularly in the business-paper field, where quite a few have done so.

"There is keen competition between A.B.C. and 'free' papers, the latter being in a position to increase circulation at will, while the former are suffering from an inevitable shrinkage. The A.B.C. allowance of 40 per cent free readers is liberal enough. This does not mean of course that free circulation papers as such are not effective media, valuable to the advertiser and used by him with substantial results.

"In the newspaper field there is some restlessness among smaller dailies, which feel restricted by A.B.C. rules. Some of them at State association meetings have suggested the idea of having an audit system of their own and pulling out of the A.B.C. If this idea spreads, it might prove serious.

"To some publishers, A.B.C. audits seem, erroneously of course, an unnecessary expense and a real handicap which they would dispense with if they felt that buyers were not deeply interested in maintaining and using them—for our own protection.

"The A.B.C. is *our* bulwark of sound value, but it is being paid for by the publishers—4 to 1. If these publishers feel that we are at all indifferent about A.B.C. and lightly set aside such papers for non-A.B.C., some of them are going to think about saving their money.

"Let us minimize these risks by appreciating the publisher who is satisfied to let his circulation reach a natural level, and also the publisher who makes available to us, through A.B.C. reports, the information we must have for intelligent purchase of space.

"Of course, this should be done in co-operation with clients and in keeping with their own best interests."

Ma
Edit
W
sue
oppo
Com
had
miss
port
In
we
stipu
issua
misse
tion
ing a
Yo
ing s
from
case,
injure
which
defen
again
vital
ceedin
on the
By
which
quirem
sion is
C. P
Charl
ten, Bar
Chicago,
of McCa
Join
Stanle
manager
Oklahom
pointed a
division
society,
New
P. B.
executive
tising Co
joined th
setts Mu

Hush! Hush! Says Federal Trade Commission

CRYSTAL REFRIGERATOR CO.
FREMONT, NEBR.

Editor of PRINTERS' INK:

We notice comments in your issue of March 4 as to why you are opposed to the Federal Trade Commission. We have recently had some experience with the Commission that would certainly support some of your contentions.

In a letter informing us, after we had complied with certain stipulations, that application for issuance of complaint had been dismissed, we are told "this information is for parties to this proceeding and not for publication."

You will see from the foregoing sentence that we are enjoined from saying anything about the case, no matter how much we were injured by a complaint against which we had no opportunity for defense before a finding was made against us. Our interest was not vital enough to resort to court proceedings and spend a lot of money on the case.

By the injunction of silence, which may or may not be the requirement of the law, the Commission is protected from criticism.

FRANK HAMMOND,
President.

C. P. Tyler with McCann- Erickson

Charles P. Tyler, formerly with Barton, Barton, Durstine & Osborn, Inc., at Chicago, has joined the New York office of McCann-Erickson, Inc.

Joins Cement Association

Stanley Campbell, formerly advertising manager of the New State Ice Company, Oklahoma City, Okla., has been appointed advertising manager of the Texas division of the Portland Cement Association, with offices in Dallas.

New Work for Bromfield

P. B. Bromfield, formerly an account executive with the United States Advertising Corporation, at New York, has joined the sales force of the Massachusetts Mutual Life Insurance Company.



IT costs no more to stay at THE ADOLPHUS! Prices—adjusted to modern times—make it possible to stay here for as little as \$2 a day. When in Dallas (Texas) stop at . . .



OTTO / SCHUBERT, JR. MGR.
"PREFERRED BY THOSE KNOWING"

Possibly . . . I Can Serve You In Putting Your "House In Order"

If so, you will wish to buy at least part of my time. If not, I promise not to waste your time, or mine, trying to sell you anything.

Successful, varied experiences particularly applicable to most any business today.

Confidential preliminary interview solicited before you reveal your name or business.

"L. S. B.," Box 97
Printers' Ink

Why Advertising Is Responsibility of Company's Head

INTERNATIONAL SILVER COMPANY
MERIDEN, CONN.

Editor of PRINTERS' INK:

I have read with a great deal of interest the article "Wherever MacDonald Sits . . ." [PRINTERS' INK, March 2]. I subscribe to all it includes.

Incidentally, I believe that the advertising department of any large concern must not only be a better department when MacDonald's interest is a vital and an intelligent one but the department itself realizes this fact and regards that interest as an important factor.

Certainly in these times no department can function independently. The strings have to be held in one hand and naturally that hand is MacDonald's. All the better—from the advertising viewpoint—when MacDonald has not waited until a crucial period before beginning to interest himself in the advertising of his company.

And by "interest" is not meant

merely passing on the "artwork" and general character of a single campaign but real consideration of the objectives sought by the advertising over a period of years and of the best methods of attaining those objectives.

I honestly believe that this has been the case with the International Silver Company. Because it has been so, it is hard to realize that any large concern can regard its advertising and selling departments as something outside and separate from its own structure—more or less in the nature of a fair-weather luxury or, perhaps a mysterious and erratic force that works independently to accomplish some good.

Not so much now as formerly, this view still prevails in some concerns, especially in those where the MacDonald refuses to take a personal interest in advertising activities.

C. R. GARDINOR,
President.

Renovize Plan Spreads

A growing interest is being evidenced in the Renovize Philadelphia Campaign, previously described in PRINTERS' INK, which resulted in obtaining \$21,000,000 in property improvement pledges in Philadelphia. Delegations from Wilkes-Barre, Pa., and Washington, D. C., have recently visited Philadelphia to secure an outline of the plan and its method of operation.

Shoe Account to Grey

Beck Hazzard, Inc., New York, operator of Beck Hazzard and Tom, Dick and Harry shoe stores, has appointed The Grey Advertising Service, Inc., of that city, to direct its advertising account.

Haney Has Own Business

Henry M. Haney, formerly with the Ratcliffe Advertising Agency, Dallas, has opened an advertising business under his own name at that city, with offices in the Republic Bank Building.

Appoints Cleveland Agency

The Glasco Company, Inc., Euclid, Ohio, has appointed Henry T. Bourne, Cleveland, to direct its advertising account.

Syracuse Ad Club Elects

New officers of the Syracuse, N. Y., Advertising Club are Harlan Hegener, president; Clarence C. Keller and John B. Flack, vice-presidents; Herbert W. Osborn, secretary; Irving Perry, treasurer and Katherine Cuff, corresponding secretary. Directors include S. K. Widdess, Harry Hawkins, H. M. Messenger, J. M. Richards, John Tallman, Louis Weber and Grant Ernst.

Merges Circulation

Beginning with the March issue, the circulation of *Furnaces and Sheet Metals* and *Warm Air Heating* has been consolidated with that of the *American Artisan*, Chicago.

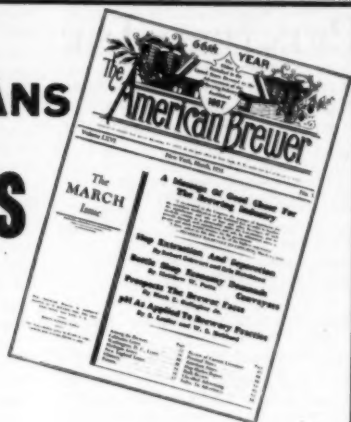
Adds Los Angeles Office

Chester N. Hultberg has been appointed manager of a Los Angeles office opened at 1206 Santee Street by Duncan A. Scott & Company, publishers' representatives.

With A. D. Walter, Inc.

Robert L. Kirkpatrick, formerly with the Koppers Construction Company, has joined the staff of A. D. Walter, Inc., Pittsburgh.

BEER MEANS BUSINESS



PLACE your advertising in the publication in which the brewer has faith.

The American Brewer, leading technical adviser to the brewing industry for 66 years, gives complete coverage of this field.

The foremost brewing technologists and brewery engineers are members of its staff. Its news columns keep the industry abreast of the latest practices and devices in beer production. Its editorials reflect and mould sentiment in the industry.

Try it for best results.

THE AMERICAN BREWER

Established 1867

202 EAST 44TH STREET, NEW YORK, N. Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

E. B. Weiss Andrew M. Howe
H. W. Marks Eldridge Peterson
S. E. Leith

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, MARCH 23, 1933

Petty and Spiteful

Representative Reed of New York introduced

into the House last Thursday a resolution which must have indicated to President Roosevelt that he will have to be on his guard lest the \$500,000,000 saving which he is now making may not be a saving after all.

Mr. Reed, it seems, is worried about the way cigarette prices have been cut. To ascertain the whys and wherefores, he wants the Federal Trade Commission to drag onto the carpet the American Tobacco Company, the P. Lorillard Company, the R. J. Reynolds Tobacco Company, the Liggett & Myers Tobacco Company and the Great Atlantic and Pacific Tea Company.

PRINTERS' INK naturally has no inside information as to why these producers reduced the cost of cigarettes sufficiently to justify the A & P stores selling them at a dime a package. It is reasonable

to assume, however, that this was done to meet competition.

It may have been the result of economies in manufacturing or any one of a hundred other things.

But who cares? What difference, if any, does it make?

The underlying reasons are of little consequence, so far as we can see.

Long before the investigation could be completed and the results printed, the retail selling price of cigarettes might be back up to 15 cents and there would be no deep, dark plot to "investigate," which there probably isn't anyway.

This was the case with the Commission's inquiry into chain stores, which was instigated by Mr. Brookhart, then Senator from Iowa. Before this inquisition was ended the Commission discovered that the conditions of which it had indication at the beginning were no longer true. But the report was printed and then the Commission was forced to admit to Congress that it was wrong in concluding that chain store private brands were devouring advertised brands—a fact which the learned Senators could have ascertained at practically no expense by reading PRINTERS' INK.

Incidentally, Senator Brookhart lost his job in the meantime.

If every notable reduction in selling price is made the theme of a Federal Trade Commission investigation, it is going to be just too bad for Mr. Roosevelt's large and spectacular saving. For there have been scores and hundreds of such readjustments in keeping with the trend of the times.

Any advertiser who is at all acquainted with the Commission's procedure will be dismayed as he contemplates the terrifying waste that would result—waste of time and waste of money—if any number of these organizations were "investigated."

Reams and reams of testimony would have to be taken. Various companies' letter files and books would be explored and series of ponderous reports would be printed.

And what would be done with these books of almost family Bible

this was

result of
g or any
ngs.

t differ-

are of
s we can

stigation
e results
price of
up to 15
no deep,
" which

y.
he Com-
n stores,
Brook-
a Iowa.
s ended
that the
d indica-
vere no
ort was
mission
Congress
ncluding
brands—
Senators
at prac-
reading

rookhart

ne.
ction in
heme of
ision in-

be just
t's large
or there
dreds of
ing with

t all ac-
mission's
ed as he
g waste
of time
ny num-
ns were

estimony
Various
d books
series of
printed.
one with
ily Bible

size? We do not know. But at any rate, nobody would read them.

If Mr. Reed succeeded in getting his cigarette investigation, we doubt if even he would read the report in full. And nobody would blame him if he didn't.

We have seen Federal Trade Commission "investigation" reports that it would take six months to read. Life is too short and time too valuable for such laborious exercise.

If a person's tastes run toward this sort of reading, why not try *The Congressional Record*? It is entertaining, at least.

The net benefit of all this expensive nonsense would be nothing. Such investigations are just about as sensible under present circumstances as the Federal Trade Commission's solemn inquiry into pecan nuts and trees, which we are discussing elsewhere in this issue.

The expense to the taxpayers is serious enough. But when you add to this the cost of the petty and spiteful interference with advertisers in this time of recovery, you have a staggering bill.

Such things should not be allowed and we believe President Roosevelt can be depended upon to stop them.

If the Newspapers Had Quit

John T. Fitzgerald, of Chicago, a publishers' representative, writes to PRINTERS' INK wondering if advertising interests realize what might have happened if a newspaper publishing moratorium had been declared along with the bank holiday.

The thought is intriguing.

This country without newspapers for a week, for a day, or even half a day, would be a bewildering place for advertisers and everybody else—especially when things happen as fast as they did during the week beginning March 5.

The newspaper is such a firmly established factor in American business and American life in general that its regular appearance in fair times or foul is accepted as a matter of course.

Plenty would have happened,

Mr. Fitzgerald, if newspapers had been out of business during that historic week—and the aggregate results would have constituted a real tragedy.

Let's not have any newspaper publishing moratorium.

Let's not even think about it.

A Sterling Combination

President Roosevelt, so the newspapers inform us, has received more than 5,000 telegrams supporting him in his veterans' and Federal pay cut economy program.

No wonder. People have been accustomed to having veterans' upkeep increase rather than diminish with the years. It was a condition that nothing could be done about and here the President has gone ahead and done it.

The whole thing is almost too good to be true.

It must be, as Clinton W. Gilbert writes in the *New York Evening Post*, that Mr. Roosevelt has extraordinary talents as a politician and also that "there is an integrity of purpose about him that the politician usually lacks."

A sterling combination that advertisers, regardless of political affiliation, are acclaiming with thankful satisfaction.

Conservator, Then Builder

The new word which made a dramatic entrance into the American vocabulary when some banks did not open, has great significance at the present time.

"Conservator," was the famous word hung up in (only a few) bank windows.

It means that a man in whom the Government has full confidence is going to try to save the bank's assets for the benefit of stockholders and depositors.

He must conserve first, then rebuild.

A man who has long been noted as a business doctor and savior said recently that business needed conservators now.

His formula in the past with a plant running in the red, has been first to cut all unproductive expense to the bone, then trim the

productive expense to a figure which seems reasonable under the circumstances. He had first to balance the budget. He tried to get out of the smaller productive expense, as good results as before by more careful buying of advertising space, better selection of salesmen.

Then as soon as he saw he had things under sound control, he added first of all to the advertising and sales promotion budgets before he added a cent to departments which seemed important but were in actual fact unproductive.

The first turn is always in men's minds.

Long before the charts and figures show much of any change, people's moods change.

That change he believes happened last week.

Now is the time, therefore, for true conservators to get busy on their building job, and the place to start is in the advertising appropriation.

No Roll of Honor

One of our valued readers writes in to inquire whether PRINTERS' INK expects to "publish a Roll of Honor of advertisers who did not cancel schedules during the banking moratorium."

No, we don't think we shall—even though we are intensely proud of the way they stayed on the job during that trying period.

For, after all, these advertisers did nothing spectacularly heroic. They had proved through the years that advertising is a sound business investment, not to be lightly called off when storm clouds appear—even when the sky is solidly black as it was when the banks closed.

It doesn't take much courage for a man to keep on with his advertising during unpromising times when he understands the fundamentals of creating salability for a product. He is simply sensible enough to utilize what he knows—and to make a fair profit out of it.

We could fill several pages of this paper with the names of ad-

vertisers who refused to get scared during the emergency and assemble the names under some such heading as "Heroes of the Bank Holiday." Such a tribute would not be undeserved, either.

But somehow we are impressed more by their sound, hard-headed business judgment than by their undaunted valor under heavy fire.

They were looking out for their own best interests and no fair person is going to begrudge them any of the satisfactory dividends they are going to get as a result.

Omaha Irony

Edgar Kobak, vice-president of the McGraw-Hill

Publishing Company, apparently knew what he was talking about when he remarked before the Chicago Advertising Council that: "The best way to bring on a good healthy attack of buyocracy in these United States is to cause a rush of sellocracy into the heads of many business executives who have given way to the lure and ease of sleeping sickness."

For it so happened that during the same week in the city of Omaha the department stores were more or less inadvertently infected with a rash of Mr. Kobak's sellocracy. It seems that a new department store was opening in town and used a large amount of advertising to herald the event. So all the other stores got busy and did a lot of advertising—more than they have done for a year over a similar period of time.

For four days the stores were crowded to capacity. At one of them, nine policemen were stationed and the customers were permitted to enter only in relays. And, according to report, the folks were not just looking. They were buying.

It is an irony of these times that one of the strongest remaining arguments toward convincing management that people will spend money if properly consulted on the matter is the advent of a new competitor. A little concentration on the subject might develop the reason why the new competitors are appearing.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET
NEW YORK

Not the "best" agency

We take ourselves seriously, but not so much so that we claim superlative merit above all others.

We respect our business, our competitors and ourselves. We feel safe in leaving our reputation in the hands of our clients and the publishers with whom we do business.

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom

THE Victor dog, which emerged from retirement last year, has seemingly done an excellent job for RCA Victor radio sets for which he has been a spokesman. He has now put four members of his family to work.

His four pups make their adver-

strated by the high degree of interest which the pups bring to the new model announcement.

* * *

Alabastine is a sanitary wall-covering. Occasionally it is confused with calcimine. Recently the Alabastine Company sent out an en-

"Meet my new family!"

"I'm introducing four of the finest small radios you've ever SEEN or HEARD"

Just look at this fine new family. And all the wonders, from beautiful sound to ever more.

And with size too all the quality of the size, all the performance features, the small RCA Victor radio features.

You can still place the fine living room, back porch, kitchen, any place where they are enough small to put a shoebox—yet they are not much bigger than that!

Yet complete—dynamic, dynamic speaker, super-sensitivity. They're a lot of fun radio. The price! From only \$29.50 to \$54.50!

RCA Victor Radio Sets

RADIO CORPORATION
VICTOR BROS.

tising debut in business-paper copy which introduces "The Carryette Quartette," small sets that can be used in the home wherever there is room to put a shoe box. Father, himself, on his return to the advertising pages, was released from his fixed listening position but, in the latest copy he is made to resume his more familiar pose while the pups scamper all over the double-page spread.

The Schoolmaster, naturally, has always held a warm spot in his heart for the Victor dog. He thinks that RCA Victor has done much to establish the importance of trade characters as advertising devices, successfully proving how much more effective they can be made to work when not hedged about with restrictions. The flexibility that is possible is demon-

velope enclosure with a letter to its distributors which puts over the difference between Alabastine and calcimine dramatically.

The message points out the difference between the two products. Then a footnote—"This is printed on a sheet decorated with Alabastine in opaline effect." The dealer can get the facts he should have and in addition he gets a sample of the finished work of the product at the same time.

* * *

It has been the custom of the Borden Company to list on its dividend enclosures the names of its associated companies and the localities in which they operate. The listings have emphasized administrative groups and company names, rather than the brands by which the products are purchased.

Mar.

With a new employed arrangement, convenient names, purchases, interest, vestor, product, dense, caram, are the sold b, sociate

Ever numer, factu, this in, der to, Mah, ing fo, brought, ers, ca, Simila, its heig, advert, many, Rec, growth, jig-saw, has b, method, capital, time,

as pre, and th, fact o, of the, premi, the pu, the pu, The, of this, of a fo, ing Jig, comple, ing of, Casco, Cascin, Americ

Deale, have, that the, tail stor, because, or too

With March dividends, however, a new form of listing was employed on a folder. The new arrangement makes it more convenient for stockholders to determine where and under what brand names Borden products may be purchased, and to express their interest, as consumers as well as investors, in the greater sale of these products. In bold face type the products are listed, such as condensed milk, evaporated milk, caramels and cheeses. After these are the various brand names as sold by the different Borden Associated Companies.

* * *

Every popular fad brings with it numerous opportunities for manufacturers who wish to capitalize this in one way or another in order to increase sales.

Mah Jong was not only a blessing for the yellow race but also brought opportunities for publishers, card-table makers and others. Similarly, the crossword puzzle at its height reflected its popularity in advertisements, on packages and in many other places.

Recently we have seen the growth of the popularity of the jig-saw puzzle. The Schoolmaster has been interested in various methods used by manufacturers to capitalize this particular home pastime. The development of jig-saws as premiums has been tremendous and this has had a wholesome effect on the sales curves not only of the manufacturers using the premiums but on the suppliers of the puzzles and materials going in the puzzles.

The Schoolmaster was reminded of this particularly by the receipt of a four-page folder, titled, "Gluing Jig-Saw Puzzles." It contains complete instructions for the making of puzzles with the use of Casco Glue, manufactured by the Casein Manufacturing Company of America, Inc.

* * *

Dealer manuals are so likely to have a "manualish" appearance that the average salesman in a retail store will shy away from them because they seem too formidable or too uninteresting.

OUR SURPLUS IS AVAILABLE

We have an organization operating in Greater New York at the present time, and would like to hear from a

BREWER of national repute

to arrange for the distribution of his product. References furnished upon request. "T," Box 98, P.I.

Free Chart to Advertisers

...THE Hardin Fixed Cost System for Typography is a new, scientific method of computing typographic costs direct from layouts or finished proofs. A copy of the Chart and Estimating Blank will be sent if a self-addressed and stamped envelope is enclosed with the request. All inquiries should be sent to Mr. H. L. Hardin.

PUBLICITY TYPOGRAPHIC SERVICE, Inc.
305 East 45th Street, New York City

Phone: MUrray Hill 4-6958

Assistant to Sales Manager

Man who can handle a volume of correspondence, thinking clearly and writing humanly. The man for this position is by nature unselfish and can submerge his own interests to those of his company. He is more interested in a real opportunity than in the starting salary. 30-year-old product, the acknowledged leader in its field. Moderate national distribution through drug, grocery and hardware trades. Personal ownership. New York City. State age, education, experience in full detail. "L," Box 98, Printers' Ink.

Wanted Good Things to Sell In California

****ESTABLISHED:—**
Financially responsible California Salesmen are seeking additional good items to sell Jobbers, Department and Chain Stores—Hardware and Specialty lines. We want a connection permanent and mutually profitable.

EYRL CO., 420 Market St., San Francisco

PUBLISHER OFFERS RARE Opportunity

to active or silent associate to become half-owner of High-Class Monthly Magazine—national in scope, unlimited field. Large profits assured. Stand rigid investigation.

\$15,000 Required

"M," Box 96, Printers' Ink

Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9.....	\$38.50	\$59.00	\$125.75
16 " ".....	71.00	137.00	319.00
32 " ".....	136.00	219.00	419.00

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

4 -Color Ben Day Process
Printing on Newsprint;
Your Plates or Ours
Shopping News—Cleveland, O

Because of this the title chosen by the Grigsby-Grunow Company for a manual is what is called in gambling parlance a "natural." The title is "Conversational Facts About Majestic Radios."

This title has two connotations. First, it suggests easy reading and, second, it suggests that it contains the kind of information the retail salesman can use in talking to customers.

The Schoolmaster has always been interested in the value of a well-chosen title, particularly for literature going to dealers or their clerks.

Too many manufacturers are prone to the use of superlatives and bombast or else think that a manual can go out with some uninteresting title.

It doesn't cost a cent more to have a title that is ingenious and invites reading than it does to have a bombastic or uninteresting title.

* * *

A member of the Class from out of town was recently given in a New York hotel a folder that produced direct returns. It is issued by the New York Telephone Company and is distributed to convention visitors to New York. It contains a brief message of welcome to the visitor and then points out that although he will probably be busy attending sessions, too busy to write, he can easily and cheaply telephone to his home.

There is a table of toll rates from Manhattan to various cities and then a page mentioning places worth seeing in New York with a special invitation to visit the telephone company's new administration building, which is the largest telephone building in the world.

The Class member says not only did this folder spur him to call his home at Cleveland but in addition suggested the possibility of talking with an old classmate in Baltimore. As a result of this call he had a

reunion
seen fo

Rece
Inc.,
manu
which
consum
bulk i
out o
sirup,
cream.
ferred
embelli
With
compar
contain
which
at the
This e
sales f
home a
sumer
his mat
than m

Dorlan
quarters,
RCA Bu
York.
Willia
42nd St.
Specto
Drive, C
Kansas
quarters,
City, M
42nd St.
Ave.; In
Ave.
South
Spring S
The G
Ave., Ch
Prudde
office, M
Building,
Bowma
Francisco
Erwin,
isco offic
Carl
Seattle, 9
John
office will
May 1.
Batten,
Inc., Ch
effective
Publish
Court St.

"GIBBONS knows CANADA"

Jo
Dale W
of G. A.
joined th
& Stults,
city.

chosen
company
lled in
l." The
Facts

tations.
ing and,
contains
e retail
to cus-

always
e of a
ly for
or their

rs are
ves and
manual
resting

ore to
us and
o have
y title.

om out
n in a
at pro-

ssued
e Com-
conven-

It con-
elcome
ats out
bly be
ously to
cheaply

l rates
e cities

places
with a
e tele-

ministra-
largest
orld.

ot only
call his
ddition
talking
timore.

had a

reunion with a man he had not seen for fifteen years.

* * *

Recently H. P. Hood & Sons, Inc., of Boston, Mass., ice cream manufacturers, made a study which showed that out of 3,500 consumers queried, 3,203 preferred bulk ice cream to brick and 1,689 out of 1,800 customers wanted sirup, nuts or fruit with their ice cream. Less than 7 per cent preferred their ice cream without any embellishment.

With these figures before it, the company developed a new quart container called "Sunda-Pak" which has a removable container at the top to hold sirup or sauce. This enables the dealer to plus his sales for ice cream going into the home and also encourages the consumer who likes sundaes to buy his material from the dealer rather than make it himself.

New Addresses

Dorland International, Inc., headquarters, May 1 will be moved to the RCA Building, Rockefeller Center, New York.

William Esty & Company, 100 East 42nd St., New York.

Spector-Goodman, 75 East Wacker Drive, Chicago.

Kansas Newspaper League, headquarters, 715 Midland Building, Kansas City, Mo.; New York office, 205 East 42nd St.; Chicago, 307 North Michigan Ave.; Indianapolis, 47 S. Pennsylvania Ave.

Southern Dairy Products Journal, 816 Spring St., N. W., Atlanta.

The Grade Teacher, 225 N. Michigan Ave., Chicago.

Prudden, King & Prudden, New York office, May 15, will be moved to RCA Building, Rockefeller Center.

Bowman-Deute-Cummings, Inc., San Francisco office, 215 Market St.

Erwin, Wasey & Company, San Francisco office, 333 Montgomery St.

Carl W. Art Advertising Agency, Seattle, 915 Lloyd Building.

John B. Woodward, Inc., Chicago office will be moved to Wrigley Building, May 1.

Batten, Barton, Durstine & Osborn, Inc., Chicago, 221 N. La Salle St., effective April 10.

Publishers' A & M Service Co., 105 Court St., Brooklyn, N. Y.

Joins Chicago Studio

Dale W. Nichols, formerly art director of G. A. Soden & Company, Chicago, has joined the staff of Stevens, Sundblom & Stults, commercial art studio of that city.

Classified Advertisements

BUSINESS OPPORTUNITIES

Representatives to Sell Neon window signs to national advertisers. Only experienced men acquainted with such clientele wanted. Remuneration by commission. The Radiart Corp., 13229 Shaw Ave., Cleveland, O.

MISCELLANEOUS



ADVERTISING DRAWINGS
write for samples
RAYMOND LUFFIN
WEAVERST... MASS

BEER! BEER! BEER!
ACCURATE LIST JUST COMPILED
2100 BREWERS AND BOTTLERS. \$12.
INTERLOCKING LIST CO.,
310 Lakeside Ave., Cleveland, O.

Sales Manuals. Let us build modern sales tools for your salesmen, jobbers, salesmen and dealers. We have *proof* of increased sales as a result of using our manuals. Write for information. Arthur W. Wilson, 501 Fifth Ave., New York. Murray Hill 2-4563.

POSITIONS WANTED

ARTIST—Creative. Talent in constructing new counter card and carton ideas. Also lettering, layout, etc. Moderate salary. Age 36. Now in New York City. Box 803, Printers' Ink.

PRODUCTION MAN with thorough agency experience. Expert type layout man who also knows engraving and electrotyping. Thorough knowledge of paper and printing. Box 802, Printers' Ink.

Artist, extensive experience creating fine direct-by-mail, magazine and newspaper advertising. Thorough knowledge of typography. A facile letterer and designer. Box 805, Printers' Ink.

DIRECT MAIL MAN! Knows how to save money on sales expenditures and get results. Age 32, university, 8 years' experience, will prove value. Box 806, Printers' Ink.

Advertising Manager, 45, now employed. 27 yrs. wide experience, 12 with N. Y. agencies. Excellent record as able executive, star copy writer, strong direct mail; thorough training, economical operator. New York only. Box 804, P. I.

A BARGAIN

A young woman, 21, has just completed three years at Columbia University, including their two-year thorough executive secretarial course. Possesses tact, more than average intelligence and a pleasing personality. Is anxious to trade these assets for experience and an opportunity for a career. These she considers more important than a pay envelope. Has had some commercial experience. Communicate with her and she will come for an interview. Phone Navarre 8-3608 or write Box 807, P. I.

Table of Contents

How This Advertiser Keeps Sales Ahead of Boom Days THOMAS B. McCABE, President, Scott Paper Company.....	3
New Blue Ribbon Malt Campaign Features Radio Tie-In.....	10
Beer as an Advertising Source ROY DICKINSON	16
Beer and Liquor Trade-Mark Bootleggers, Beware! JOHN C. PEMBERTON, New York Bar.....	20
New Model Opens New Markets W. D. McELHINNY, Vice-President, Copeland Products, Inc.....	26
Don't Be Fooled by Low Cost of Small Space Inquiries.....	32
Long Letters without Headlines Pull Best, This Study Shows.....	33
Quality Evidence.....	36
The Most Interesting Advertising Job I Ever Did COURTLAND N. SMITH, Partner, Richardson, Alley & Richards Co.....	41
The Small Town Can't Come Back—It Never Went Away.....	43
It's Better to Tell the Truth About Corporations.....	49
Time Is Ripe for Trading Up, Believes Clinton Carpet.....	51
Bobbin Makers Advertise Against Cheap Foreign Goods.....	54
Frigidaire's \$2,000,000 Campaign H. W. NEWELL, Vice-President in Charge of Sales, Frigidaire Corporation	56
Is It Wicked to Show a Pecan Tree in a Pecan Ad?.....	59
How Advertising Helped Change the American Breakfast HARRISON JOHN THORNTON.....	63
"Business as Usual!".....	70
Why Sales Promotion Is Essential as a Selling Aid CHESTER H. LANG, Manager, Publicity Department, General Electric Co...	72
A Four A's Letter on Circulation.....	78
Editorials	82
Petty and Spiteful—If the Newspapers Had Quit—A Sterling Combination —Conservator, Then Builder—No Roll of Honor—Omaha Irony.	
The Little Schoolmaster's Classroom.....	86

YOU HAVE TO PROD FOR PROFITS NOW »

*I*N all periods of cautious spending, printing plays an important part in getting results.

*R*IGHT now when you have to *prod* for profits, it is especially important to be sure your booklets, leaflets and catalogs carry real sales appeal.

*O*UR specialty is giving real sales appeal to printing that might become very commonplace with printers of less experience. Let us show you how we can help you *prod* for profits with your printing.

CALL CHARLES FRANCIS PRESS FIRST
MEdallion 3-3500

Charles Francis Press
461 Eighth Avenue, at 34th Street, New York

THE CHICAGO DEPARTMENT STORE SITUATION

up-to-date:

CHICAGO TRIBUNE PERCENTAGES OF TOTAL LINEAGE

1st two months
LAST YEAR THIS YEAR

TOTAL DEPARTMENT STORES	27.8	38.6
LOOP DEPARTMENT STORES	32.3	41.7
LOOP DEP'T STORES (UPSTAIRS)	40.5	51.8

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 East 42nd St.
Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.
San Francisco, 820 Kohl Bldg.